

FUNDRAISER ACQUISITION

EMAIL TEMPLATE: MULTI CHARITY EVENT PAST DIRECT DONORS

everydayhero has done a lot of research to understand how and why supporters sign up to run for the causes they love. We've discovered that most peer-to-peer supporters are also donors to their chosen charities, so its really important to ask your past direct donors to run for you.

Target audience: Past Direct Donors in the last year (in state/region event is run in)

Email subject: Thank you for you for making a real difference

Dear <Donor Name>,

THANK YOU!

The team at <charity name> would like to thank you for supporting us through your previous online donation. We are really grateful and wanted you to know that the money you have donated has helped us <how the money has been used>.

KEEP MAKING A DIFFERENCE

Your ongoing support means a lot to us, so we wanted to take this opportunity to let you know that you can continue to make a difference by fundraising for <charity name> in the <event name> on <event date>.

Money raised from this event will continue to fund <charity name> important programs to support <how money will be used>.

REGISTER NOW AND START FUNDRAISING

1. Register now to participate in the <event name>.
2. Make your participation in <event> count by raising money for <cause>.

During the registration process you can select to fundraise for <charity name> and have your own fundraising page automatically set up for you. It's easy!

Can't compete?

We would still love you to support our participants by making an online donation through the <charity name> everydayhero page here [link to charity donation form on www.everydayhero.com.au].

All money raised through the run will help us continue our work in <cause>. To find out more about <charity name> and the work we do [click here].

Thank you again for your support.

Kind Regards,

The Team at <charity name>