

FUNDRAISER ACQUISITION

EMAIL TEMPLATE: MULTI CHARITY EVENT PAST FUNDRAISERS

When you're trying to acquire new fundraisers for your charity, you should look at the people who have supported you through peer-to-peer fundraising in the past. Use this email to ask your fundraisers from previous years to take part in a multi-charity event for you.

Target audience: Past fundraisers from the last 2 years (in state/region event is run in)

Email subject: Support us in this year's <event name>

Dear <Fundraiser Name>,

In previous years you have been among an amazing group of people who have raised funds for <charity name>.

We are really grateful for your support and wanted you to know that the money you have raised has helped us ensure <how funds have 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>