

FUNDRAISER ACQUISITION

EMAIL TEMPLATE: MULTI CHARITY EVENT PAST PEER DONORS

In addition to all your direct donors and past fundraisers, you can ask previous peer-donors to support you in multi-charity events as well. Use this email template to help convince them to give their effort and voice to your cause.

Target audience: Past Peer Donors from previous year (in state/region event is run in)

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

Dear <Donor Name>,

THANK YOU!

Thank you for supporting <charity name> with your generous \$<amount> donation to <fundraiser name>'s fundraising page as part of <event name>.

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>