

NEW FUNDRAISER EMAIL

EMAIL TEMPLATE: THANK YOU FOR CREATING A FUNDRAISING PAGE

This email example, or one like it, should be sent to every supporter who creates a fundraising page as soon as possible. You should also consider calling each fundraiser, thanking them personally and seeing if they need any support.

Target audience: Newly registered fundraisers

Email subject: Thank you for choosing to support <charity name>

Dear <Fundraiser Name>,

Thank you for choosing to support <charity name> in <event name> this year. Your support is very much appreciated and the money you will raise will go towards our much needed <insert special project or information on what the funds raised will be used for>. Every dollar you raise makes a real difference so make sure you email the URL of your fundraising page to your friends, family, and colleagues and ask them to support you in your efforts.

If you would like some tips to help maximise your online fundraising, here are a few simple ones to start with:

1. Personalise your fundraising webpage with a photo or YouTube video and explain why you are passionate about raising funds for your charity.
2. Set an achievable target that isn't too low – you may be surprised by people's generosity!
3. Email your family and closest friends first, then other potential supporters.
4. Ask to be included on your company website or newsletter.
5. Change your work or home email signature to include a link to your fundraising page.
6. Post or Tweet about your fundraising efforts on Facebook or Twitter, including the URL of your page.

Thank you for making a difference and good luck.

Regards,

<charity name>