

#GIVINGTUESDAY™

Fundraiser Resources Email Templates

With all of the different options and opportunities available today, fundraising can seem daunting. Use the samples in this tip sheet as templates for the various communications required for team-based, event-based, or peer-to-peer fundraising.

Asking Family Members and Friends to Give

TARGET AUDIENCE

Provide the copy in this template to your fundraisers as a resource to help them raise more. Remember to customize the email message with your nonprofit's mission and target ask amounts before you make this resource available to your fundraisers.

SUBJECT LINE

Help me reach my **[event name]** fundraising target.

EMAIL BODY COPY

Dear **[First Name]**,

As you may already know, I'm participating in **[event name]** this year. I'm really excited about competing—so wish me luck!

A big part of **[event name]** is raising much needed funds for nonprofits. I'm supporting **[nonprofit name]**—a wonderful organization that is working hard towards **[nonprofit's mission]**.

I would really appreciate it if you would sponsor me through my everydayhero™ online fundraising page. My goal is to raise **[dollar amount]**, which will allow **[nonprofit name]** to **[what the money will achieve]**. Every dollar counts and even a donation of as little as **[dollar amount]** will **[what the money will achieve]**.

It's really easy to give online, and you get a receipt for your donation emailed directly to you. Just click on the link below to visit my fundraising page.

[Fundraising Page URL]

Thanks so much for your help,
[Fundraiser Name]

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Thanking New Fundraisers

TARGET AUDIENCE

This email message should be sent to new fundraisers as soon as possible after they create their fundraising page. Thank them for their support and answer any questions they may have about fundraising for your organization.

SUBJECT LINE

Thanks for supporting **[nonprofit name]** in **[event name]**.

EMAIL BODY COPY

Dear **[Fundraiser Name]**,

Thank you for choosing to support **[nonprofit name]** in **[event name]** this year. Your support is very much appreciated, and the money you raise will go towards helping us ensure **[details on how funds will be used]**.

Every dollar raised makes a real difference, so make sure you email the link to your everydayhero™ fundraising page to your friends, family members, and colleagues, and ask them to support you in your efforts.

Here are some simple tips to help you get started:

1. Personalize your fundraising page with a profile photo, post a YouTube® video, and explain why you are passionate about raising money for **[nonprofit name]**.
2. Set an achievable fundraising amount. Raising even **[dollar amount]** will allow us to **[what the money will achieve]**.
3. Know how much to ask your friends and family members to give. A donation of as little as **[dollar amount]** will allow us to **[what the money will achieve]**.
4. Email your family members and closest friends first, then your other acquaintances and colleagues.
5. Share a link to your fundraising page on Facebook®, Twitter®, and other social networking sites.

Thank you so much for making a difference and good luck!

Kind regards,
The team at [Nonprofit name]

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Recruit Past Fundraisers

TARGET AUDIENCE

Use this email template to target past fundraisers who have previously supported your nonprofit.

SUBJECT LINE

Support us in this year's **[event name]**.

EMAIL BODY COPY

Dear **[Fundraiser Name]**,

Thank you!

In previous years, you have been among an amazing group of people who have raised funds for **[nonprofit name]**.

We are really grateful for your support and wanted you to know that the money you have raised has helped us ensure **[details on how funds are used]**.

KEEP MAKING A DIFFERENCE

Your ongoing support means a lot to us, so we wanted to let you know about a new opportunity for you to keep making a difference. You can help by fundraising for **[nonprofit name]** in the **[event name]** on **[date]**.

Money raised from **[event name]** will continue to fund important programs such as **[details on how funds will be used]**.

REGISTER NOW AND START FUNDRAISING

1. Register now to participate in **[event name]**.
2. Make your participation count by raising money for **[nonprofit name]**.

During the registration process, you can select to fundraise for **[nonprofit name]**, and set up your own fundraising page with everydayhero™. It's easy!

The really exciting thing about using everydayhero is that you can track everything that you give—from your voice (social posts and shares), to your effort (the time you spend training for **[event name]**), to the money you raise—it all counts.

Thank you again for your support.

Kind regards,
The team at **[Nonprofit name]**

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Recruit Past Donors

TARGET AUDIENCE

This email template should be used to target past donors who have previously given online to your nonprofit.

SUBJECT LINE

Thank you for making a real difference.

EMAIL BODY COPY

Dear **[Donor Name]**,

Thank you!

The team at **[nonprofit name]** would like to thank you for supporting us through your previous online donation.

We are really grateful for your support and wanted you to know that the money you donated has helped us ensure **[details on how funds are used]**.

KEEP MAKING A DIFFERENCE

Your ongoing support means a lot to us, so we wanted to let you know about a new opportunity for you to keep making a difference. You can help by fundraising for **[nonprofit name]** in the **[event name]** on **[date]**.

Money raised from **[event name]** will continue to fund important programs such as **[details on how funds will be used]**.

REGISTER NOW AND START FUNDRAISING

1. Register now to participate in **[event name]**.
2. Make your participation count by raising money for **[nonprofit name]**.

During the registration process, you can select to fundraise for **[nonprofit name]**, and set up your own fundraising page with everydayhero™. It's easy!

The really exciting thing about using everydayhero is that you can track everything that you give—from your voice (social posts and shares), to your effort (the time you spend training for **[event name]**), to the money you raise—it all counts.

Thank you again for your support.

Kind regards,
The team at [Nonprofit name]

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Encouraging Your Fundraisers

TARGET AUDIENCE

Once a fundraiser has created a page and started fundraising, it's important to provide ongoing support and encouragement. This kind of communication should be tailored and sent on a regular basis in the event lead up. Also, consider calling every fundraiser to see what further support you can offer.

SUBJECT LINE

Keep your **[event name]** fundraising going!

EMAIL BODY COPY

Dear **[Fundraiser Name]**,

Thank you for supporting **[nonprofit name]** in **[event name]** this year. There's only **[number]** weeks to go until the event—we hope your training is going well! The hard work from you and other fundraisers has helped **[nonprofit name]** raise **[total raised]** so far. The money raised from **[event name]** will go towards helping us ensure **[details on how funds will be used]**.

HOW YOU ARE HELPING

By supporting **[nonprofit name]** you're helping **[your nonprofit's mission]**. **[Include a short personal story and photo about someone/something that has been helped by the money raised]**.

FUNDRAISING TIP OF THE WEEK

Did you know fundraisers that customize their fundraising page by adding photos, videos, and blog entries raise more funds? So, what are you waiting for? Sign in to everydayhero™ and update your fundraising page now. **[Keep changing the fundraising tips to keep them fresh. See our fundraising tips document for more]**.

YOU ARE MAKING A DIFFERENCE

Every dollar you raise makes difference! Keep emailing the link to your everydayhero fundraising page to your family members, friends, and colleagues, and ask them to support your efforts in **[event name]**. Fundraising really is as simple as sharing your passion for **[your nonprofit's mission]**.

Thank you so much for making a difference, and good luck.

Kind regards,

The team at [Nonprofit name]

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One Last Push

TARGET AUDIENCE

When an event or campaign is about to finish, it helps your fundraising if you urge your supporters to give their fundraising one last push. This communication aims to encourage participants to send their family members and friends one final email blast.

SUBJECT LINE

There's less than a week to go until **[event name]**!

OR **[event name]** is less than a week away!

EMAIL BODY COPY

Dear **[Fundraiser Name]**,

With less than a week to go until **[event name]**, it's not too late to ask your family members, friends, and colleagues to help you reach your fundraising target before the event. Simply email your everydayhero™ fundraising page link to as many people as possible, and ask them to support your efforts in **[event name]**.

You can also easily share your fundraising page with your social networks by clicking your page's Facebook® and Twitter® share buttons. Remember, the more people you tell about your page, the more support you'll receive, and the more you'll raise.

Good luck!

We're thrilled that you chose to support **[nonprofit name]** through your participation in **[event name]**. Good luck on **[day of event]** and we hope you enjoy the experience.

Thanks for making a difference.

Kind regards,

The team at [Nonprofit name]

To get the most out of your fundraising events, remember to take advantage of all the [free event resources for nonprofits provided by everydayhero.](#) >