



reason FUNDING

5

Pre-written emails
for your next
Fundraising
Campaign that
Inspire Action

A Nonprofits Guide To Peer To Peer Emails That Work

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Purpose of this Email

The primary goal of this email is to target your key supporters and major donors to get them more invested in the success of your organization.

You will need to mine your donor data to create a segmented list of your big donors and people to support your organization throughout the year.

After sending this email it would not be a bad idea to follow up with a phone call.

A note donor data:

Donor information in the Reason Funding CRM can easily be searched for donor history and donors can be added to email lists in our built-in email marketing platform.



The Recruiting Fundraisers Email

Subject: You Are an All-Star for Our [Insert Organization Name]
Hi [NAME],

Your contributions and support have been amazing, and we are truly grateful for everything that you have done for our organization. I wanted to personally reach out and ask for your help on a new campaign that we are launching on [insert date].

We are recruiting key supporters to join our new P2P Campaign for [insert campaign name] to help us raise [insert campaign goal] so that we can [add information on what the funds will be used for].

Do not sweat it if you have never been involved in a fundraised campaign before. After creating your fundraising page, we will provide you with a bunch of tips and tricks to get the most out of your fundraising page. You can join our campaign by clicking this link [insert campaign page link].

If you're unable to participate as an official fundraiser, we would greatly appreciate love your support by spreading the word about our campaign on Facebook, Twitter, and other social media outlets.

If you have any questions or would like more information, please let me know!

Sincerely,

[Name]

[Title]

[Organization]

[Link to Campaign Page]



Purpose of this Email

Now that you have people invested in your campaign it is time to equip them with the tools and knowledge that they need to make it a success.

The purpose of this email is to give your fundraisers the inspiration that they need to make your campaign goal a reality.

You have successfully onboarded them with your first email. Now let know what the next steps are and give them the power to promote your campaign to their network.



The How To Promote Email

Subject: Tips to Maximize Your Fundraising Page

Hi [Fundraiser's Name],

We are [insert # weeks / days away from campaign launch] from the launch of our campaign and I just want to say thanks again for joining our team and I want to give you some coaching tips on how you can get the most out of your fundraising page.

1. Personalize your fundraising page “the why” with a great story about why you support our mission. This is an opportunity to tell people why you care about what we do and what inspired you to become a supporter of our cause
2. Be the first to give your fundraiser and challenge some close friends, family and colleagues to match your gift. If you and your friends are competitive this could get fun.
3. Add your fundraising page to your email signature and highlight it with a call to action.
4. Challenge yourself to post about your fundraiser at least once week.
5. Text message your page URL. Copy your fundraising page URL and text it your contacts announcing your campaign and asking for their support.

Thank you for being a part of our fundraising team. With your support we can do this!

Sincerely,

[Name]

[Title]

[Organization]



Purpose of this Email

Launch date is getting close and now is the time to activate your campaign team.

This email acts as a reminder that you are in the final approach of launching your campaign and here are the marching orders for your fundraising team.

A Note About Campaign Assets:

It is always a good idea to arm your fundraisers with campaign assets to help you promote you're the goals of your campaign. This can include social media post graphics and logos that they can include in their marketing efforts on your behalf.



The Hype Email

Subject: Fundraising Team – Lets Build Some Momentum
Hi [Fundraiser's Name],

We are in the final stretch of launching our [insert campaign name] on [insert launch date] and we need to start building some momentum. We need you help to spread the word so now is the time to send out your first email blast to family and friends and then that up with some excitement building posts to your social media pages.

Don't worry you do have to your own email or posts as we have done that work for you below.

You can send this email:

Subject: Please support [campaign name] on [insert launch date]
Hi [Name],

On [insert campaign date] [Organization Name] is launching a nationwide campaign to raise money [insert information on what the money will be used for].

This is an organization that I have contributed to in the past and I am personally raising funds to support their campaign. Every dollar raised makes a real difference and that is why I am asking you for your support with a donation in any amount. The campaign kicks off on [insert date] and you can make your donation by visiting my personal fundraising page [insert link].

Thank you for your support.

Sincerely,
[Name]
[Link to fundraising page]

Post this to Facebook:

SUPER EXCITING NEWS. I am personally fundraising for [Organization Name] in their nationwide campaign launching on [insert launch date]. I need YOUR help to hit my fundraising goal of [insert your goal]. Your support and contribution will [insert how the money will be used]. Please save the date and donate on my personal fundraising page.

We are excited to get our campaign launched and we appreciate your dedication to our cause. Please let us know if you have any questions or comments. We will keep you posted with more updates as we get closer to launch.

Sincerely,
[Name]
[Title]
[Organization]



Purpose of this Email

It is “Go Time”. You have cultivated your fundraising team. You have provided them with the tools for a successful launch and now is the time to put your hard into action.

This is an email that you will want to have land in your fundraiser’s inbox first thing in the morning so that they can get right to work promoting your campaign.

This email reiterates all of the messaging that you have built up through your prior emails and focuses them on execution.

The Launch Email

Subject: 5-4-3-2-1 we are launching today!

Today is the day that we go live.

Please keep a watchful eye on our Facebook page and Twitter as we will be posting updates throughout the campaign. We encourage you to like and share our posts to your social media pages so that we can spread our campaign message far and wide.

As a fundraiser your personal network is going to make a huge difference for our campaign. Please do what you can to spread the word by either texting your friends, posting to your social media accounts and sending an email reminder about your fundraising page. When you do share on social media please include the hashtag [insert hastag].

We will keep you updated throughout the day on our progress.

Sincerely,
[Name]
[Title]
[Organization]



Purpose of this Email

This is probably one of the most important emails in this series that you will send.

Saying “thank you” is a powerful thing and regardless of the success of your campaign it always important to thank those that have invested time and effort into helping you achieve your goals.

The Thank You Email

Subject: Thank You from [Organization Name]

Hi [Name],

I wanted to write you a personal thank you for your contribution and support of our campaign. Without your help, we would not have been able to accomplish what we did as a team. I am so appreciative of your time, generosity, and overall commitment to our organization.

Thank you for your continued support.

Sincerely,
[Name]
[Title]
[Organization]