



Fundraiser Encouragement Email Template

Target Audience: All fundraisers who are almost at their target/ end of challenge.

Email Subject: You're almost there, keep going!

Here's an email template you can edit and send to your fundraisers to support and encourage them in their fundraising efforts!

Remember, if you want a **bespoke email journey** for an event or appeal, chat to us, we're great at those! (*with over a 70% open rate!)

Hi <name>,

We can see you're so close to your target of <£/ miles/ date>

It's not too late to ask friends and family to help you reach your goal!

Simply share your GivePenny page anywhere you can, as much as possible and ask them to support you.

We've made it super easy to share your fundraising page with the handy "Share" button on your page! Remember that the more people you tell about your page, the more donations you'll receive.

DONATING HAS NEVER BEEN EASIER OR MORE FUN!

Did you know? At GivePenny, the home of #ConnectedGiving, over 50% of all donations received come from unique features not available anywhere else; like adding a song to your Spotify playlist, sponsoring you per mile, or cake, or game, or inches you've grown your hair... really anything is possible!

GOOD LUCK!

Regards, <charity name>

*Marathon Month bespoke email journey July 2020



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