



Fundraiser Encouragement Email Template

Target Audience: All fundraisers

Email Subject: Thanks for choosing us!

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>,

Thank you for supporting <charity/cause> by fundraising as part of <event name>. There's only <number> weeks to go until the event ends so we hope your fundraising and training are going well!

Thanks to the hard work of you and your fellow fundraisers, <charity name> has raised over £<event fundraising total> so far. Funds raised from <event name> will enable us to <how funds will be used>.

HOW YOU ARE HELPING

By supporting <charity name> you are helping people like <name of person helped by charity>. *<include personal story (and photo) about someone who has been helped by the funds raised>.*

FUNDRAISING TIP OF THE WEEK

DID YOU KNOW? Fundraisers that regularly update their page raise more? So make sure you've got your apps connected and make your page shine!

HOW TO CONTINUE MAKING A DIFFERENCE

Every penny you raise really does make a difference so make sure you email the URL of your fundraising page to your friends, family, colleagues, dentist, everyone, and ask them to support you in your efforts.

Thank you for supporting our cause, best of luck with your fundraising!

<charity name>

*Marathon Month bespoke email journey July 2020

www.GivePenny.com
Get Connected. Have Fun. Raise More

