

## Email 4:

### Reminder to supporters

Timing: Five months before event

Subject: Charity tips:

- Recognise and thank your donors for their past support
- Set a target for your event. And ask your donors to help you reach it
- Use a testimonial: Check out our testimonial tip sheet here
- Provide an incentive. Give your fundraisers 7 days to register. Don't have any t-shirts or coffee cups or mobile phone cases? Check out [www.redbubble.com](http://www.redbubble.com) to have some made especially for you.
- Simply copy and paste the email below and enter the details highlighted to personalise your email
- Make sure you set up your links through to your team page or GoFundraise event page.

**Subject: Your Special Invitation for <Event Name>, <First Name>?**

<Event Name>

### Registrations are Now Open

<First Name>, just making sure you received my email <last month> about <Event Name>. Because you participated last year, I wanted to be sure you didn't miss out on your spot in our team.

I'd also like to offer you a special thank you gift if you choose to register by <Deadline Date>.

Dear <First Name>

It's because of people like you that we can help <people/animals/cause> like <insert story here>.

Thank you so much for making this possible <through your regular monthly donations/donations /past support>.

That's why I wanted to let you to know about a different way you can help and support us. I'd like to invite you to join our amazing <Event Name> Team to raise money for <Charity Name>.

Getting started is easy. Please [click here](#) to register for <Event Name>, make sure you choose <Charity Name> when you [set up your fundraising page](#).

This year, we want to raise <STarget> at <Event Name> so that we can <Raise money to/for...>. I know it's an ambitious target, but I also know that it is possible thanks to you <First Name>.

Please [click here](#) to set up your fundraising page now.

If you've never done it before, it's a great feeling to be a part of <Event Name> and to raise money for <people/animals/cause>. It's a great personal challenge in so many ways, too.

Here's a little message from <Past Fundraiser Name>, a participant in <Event Name Last Year>.

<Insert testimonial + photo here>

Because you've supported us before, I want to offer you something special to say thank you. Please register to fundraise by <Deadline Date> and I'll send you a <t-shirt/coffee cup/mobile phone case/other incentive>.

I'll do all I can to help you reach your personal target by sending you tips, ideas and even emails that you can forward to your friends. But you'll have to get training – and that might be the challenging part!

[Please register and start fundraising now.](#)

If you have any questions at all about your fundraising, or if you'd like more information about <Charity Name>, please call me on my direct line <Phone Number>. I'd be glad to speak with you. Or you can always find out more on our [team page](#).

Thank you again for your <kind/generous> support.

Best wishes

<Signatory Name>

<Job Title>

<Signatory Photo>

PS: I hope you'll be part of our team again this year. Please [set up your fundraising page](#) by <Deadline Date> for <Event Name> to receive your <incentive>.