

Email 7

Two months to go – share your beneficiaries' stories

Timing: Two months before the event

Charity Tips:

- Check out our storytelling tips [here](#). These tips will help you share more about what you do in a way that is more engaging for your fundraisers.
- You can use short videos to share your stories too.
- You can further segment to provide even more relevant emails for your fundraisers who you know have set high targets such as \$5,000 or more. For fundraisers like that, you should write personal emails.
- Segmentation tip:
 - identify those with the highest targets
 - identify those who have raised the most money so far and
 - personalise emails to the top five per cent of each of those two segments.

Subject: Two Months and You'll be at <Event Name>

Dear <First Name>

With just two months to go, you're probably quite busy training for <Event Name> so today I want to share a little something about the <profound/special/amazing> impact your fundraising will have.

<Insert story here>

Your target of <\$Target> towards our overall fundraising goal of <\$Charity Goal> will make a real difference to the <adults and children/children/babies/dogs/cats/animals etc> that <Charity Name> helps.

I wish you the very best in both your training and your fundraising efforts.

If you have any questions at all, or if you'd like some extra information from us to help boost your fundraising, please feel free to call me on my direct line <direct phone number> or simply reply to this email and I'll do everything I can to help. Thank you for everything you are doing to help <Charity Name>!

Best wishes

<Signatory Name>

<Job Title>

<Signatory Photo>

PS: You can always find out more on our [team page](#) – and if you haven't already, make sure you [join our team](#) while you are there.