

Email 8:

One month to go – incentives and get-togethers

Timing: One month before event

Charity Tips:

- No incentives? Check out www.redbubble.com to make your own branded incentives (phone and tablet cases, mugs, t-shirts etc.).
- Other incentive tips:
 - o Make sure you have an incentive close date, such as 7 days
 - o Make sure incentives are related to the value. For example, those who haven't raised anything yet might have the incentive of a t-shirt if they raise their first \$100 in the next week. Those who have already reached their target and have raised more than \$1000 or \$5000 could be offered an incentive with a higher perceived value – or a personalised incentive.
- Incentive goals should be segmented. Here are three standard segment suggestions, but you may be able to provide even more segmentation.
 - o If reached target, offer incentive to increase their target and reach new target
 - o If the fundraiser has not reached target, offer incentive if they reach their target within 5/7 days
 - o If not raised any money yet, set incentive to raise their first \$100 in 5/7 days.
- Write personalised emails and offer higher value incentives to your top five percent of fundraisers, or give them a call to see how they're going (check out our call guide here). You can select them based on two criteria:
 - o Those with the highest fundraising target
 - o Those who have raised the most money so far.

Subject: <Event Name> Free <Gift> for You

Dear <First Name>,

With just one month until <Event Name>, I'm sure you're gearing up and pulling out all the stops! I'm really grateful that you've set a target of <\$Target> for our work to <insert cause description here>.

Thank you for everything you are doing to help such an important cause.

Today I'd like to offer you a special **<gift>** if you **<insert details of incentive goal here>** by **<date>**. It's our way of saying thank you, and gives a little back to you for all your hard work.

Thanks again for choosing to support **<Charity Name>** at **<Event Name>**. You can always find out more on our **team page** – make sure you **join our team** while you are there!

Best wishes,

<Signatory Name>

<Job Title>

<Signatory Photo>

PS: Please pop a placeholder in your diary. On **<date>** immediately after **<Event Name>**, we'll be holding a **<Charity Team>** get-together at **<venue>**. Please join us to meet up with your fellow **<runners>** and meet our team. There will be **<catering details>** and lots of fun. I hope you'll stick around and join us.