

Email 1:

Ask past fundraisers, who have not set up a fundraising page this year, to fundraise again

Timing: Six months before event

Charity tips:

- Recognise your fundraisers' past achievements, how much money they raised and the impact that has had on your cause
- Set a target for your event. And ask your fundraisers to help you reach it
- Provide an incentive. Give your fundraisers seven days to sign up. Don't have any t-shirts or coffee cups or mobile phone cases? Check out 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: Are You Ready To Do It Again, <First Name>?

<Event Name>

Registrations are Now Open

Dear <First Name>,

I wanted you to be one of the first to know that <Event Name> is just <six> months away.

Are you ready to do it again? I'd love it if you would. Last year you raised <\$raised> to help <Charity Name> to <Charity Benefit>. Thank you!

Are you up for the challenge again? Please register for <Event Name> and [set up your fundraising page now](#).

It's because of you that we can help <people/animals/cause> like <insert story here>. Thank you so much for your help in making this possible.

This year, we want to raise <\$Target> at <Event Name>. I know it's an ambitious target, but I also know **that it is possible thanks to people like you <First Name>**.

Please [click here](#) to start fundraising now.

I'll do everything I can to help you reach your personal target by sending you tips, ideas and even emails for you to forward to your friends.

It's a great feeling to be part of <Event Name> and I hope you'll find it even more satisfying to know that you are raising money for <people/animals/cause> like <name/summary of story above> and the many others we help here at <Charity Name>.

Because you've helped us in such a special way, I wanted to offer you something special too. Please set up your fundraising page by <Deadline Date> and I'll send you a <t-shirt/coffee cup/mobile phone case/other incentive> to say thank you.
Please start fundraising now.

If you have any questions about <Event Name> this year, or about raising much-needed funds for <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**.

And thank you again for your tremendous effort last year.

Best wishes,

<Signatory Name>

<Job Title>

<Signatory Photo>

PS: I hope you're up for the challenge again this year. Please **set up your fundraising page** by <Deadline Date> for <Event Name> to receive a special thank you gift of <incentive>.