

Email 2:

Ask your donors and supporters to start fundraising for the event (This is for your supporters who have never done the event before)

Timing: Six months before event

Charity tips:

- Recognise and thank your donor for their past support
- Set a target for your event, and ask your donor to help you reach it
- Use a testimonial: Check out our testimonial tip sheet
<http://charityresourcecentre.gofundraise.com.au/Upload/170756/files/Testimonials.pdf>
- 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 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>,

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. I'd like to invite you to join a special group of supporters who participate in <Event Name> to raise money for <Charity Name>.

Getting started is easy. Please [click here](#) to start fundraising for <Event Name> and choose us as your charity of choice – and remember to [register](#) for this event too.

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 you <First Name>**. Please [click here](#) to start fundraising 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 special 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 by <Deadline Date> and I'll send you a special <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 start fundraising now.

If you have any questions about <Event Name>, or about raising the 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 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're up for the challenge. Please **set up your fundraising page** by <Deadline Date> for <Event Name> to receive a special thank you gift of <incentive>. If you've never done it before, as <Testimonial Name> says, "<Testimonial short quote>."