

Email 5:

Welcome and thank you to fundraisers (new and renewing)

Timing: As soon as they have created their fundraising page.

Charity tips:

- Thank, thank and thank again
- Remind your fundraiser about your target and how they will help you achieve it
- Use dollar handles where possible. Don't use them if you don't have them. Remember that the amounts are total fundraising amounts, not individual donation amounts, so you want to set them higher than your ordinary donation dollar handles. See next tip
- How to choose amounts to suggest:
 - Ask 1 = the average amount a fundraiser raises for your charity
 - Ask 2 = 3 x the average amount a fundraiser raises for your charity
 - Ask 3 = 5 or even 10 times the average amount a fundraiser raises for your charity
- Use this as an opportunity to tell a story about a person/animal/cause you help to tell your fundraiser how his or her donations will be put to good use.
- 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: Thank You for Fundraising for <Charity Name>

Dear <First Name>,

I've just heard the exciting and important news that you are fundraising for <Charity Name> at the upcoming <Event Name>. Thank you! You're terrific.

I want you to know that the money you raise for us will be put to good use immediately. Your gift will help <insert story here>.

At <Charity Name> we have set a target to raise <\$Target> at <Event Name> to help <people/animals/causes> like <Name>. It's an ambitious target but it's so important I am confident that with your help, we can raise it.

In fact here's exactly what your fundraising can achieve:

- <Ask 1> can help <Ask 1 Dollar Handle>
- <Ask 2> can help <Ask 2 Dollar Handle>
- An extra special <Ask 3> would help <Ask 3 Dollar Handle>

Thank you so much for choosing to support <Charity Name> at <Event Name>. With your help we can <reinforce story>.

In the lead up to <Event Name>, I'll send you the occasional email with tips and ideas to support you with your fundraising and help you reach your goal of <\$Target>.

If you need any extra help along the way or would like any additional information about us to share with your family and friends, please contact me on my direct phone line <Direct Phone Number> or email me at <Email Address>. I'd be delighted to help.

You can always find out more on our [team page](#) – make sure you [join our team](#) while you are there.

Happy fundraising!

<Signatory Name>

<Job Title>

<Signatory Photo>