

Email 3:

Reminder to past fundraisers who have not yet set up a fundraising page for this year.

Timing: Five months before event

Charity tips:

- Recognise your fundraisers' past achievements, how much they raised and the impact that has had on your cause
- Set a target for your event/team and ask your fundraisers to help you reach it. Provide an incentive. In this case, provide a different incentive to the first email.
- 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: Please join our <Event Name> team again <First Name>

<First Name>, just making sure you received my email <last month> about <Event Name>. Because you participated last year, I wanted to be sure you didn't miss out on your spot in our team.

I'd also like to offer you a special thank you gift if you choose to fundraise for us by <Deadline Date>.

Please join Team <Charity Name> at <Event Name> again this year.

Dear <First Name>,

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

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

Are you up for the challenge again?

Please register for <Event Name> and [start fundraising 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 a 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 sign up to fundraise 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 fundraising for <Event Name> this year or, if you'd like more information about <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'll be a part of our team again this year. Please [set up your fundraising](#) by <Deadline Date> for <Event Name> to receive a special thank you gift of <incentive>.