

## Email 6:

### Fire up your fundraising: make a donation to your fundraising page

Timing: 1 week after they have created their fundraising page

Charity Tips:

- Use information that you may know about your supporters. If it is a female fundraiser, use a female example and vice-versa
- How to choose the right 1st donation amount to suggest: look at your average 'donation' to an event and times it by three. (Note: individual donation, not total income per fundraiser)
- If you have a male/female donor in same suburb or nearby, then use them as an example, as shown in the email below.
- 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: A Special Tip to Help You Accelerate Your Fundraising

Dear <First Name>,

Thank you so much for choosing to support <Charity Name> in <Event Name> and thank you for your commitment in training for this amazing experience.

I know there may be a lot to do so that's why I want to share a little tip to help accelerate your fundraising.

It really is simple. Make a donation yourself. It really is that easy.

If you're not sure how much to donate, I'd like to let you know that your friends, colleagues and family will use your own donation as a guide to how much they give. I noticed that another <man/woman> <in/near> <Suburb> kicked off <his/her> fundraising by donating <3 x Average Donation>.

It really is that easy. Just [click here to donate now](#) to fire up your fundraising.

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>