

## Email 9

**Two weeks to go – what your fundraising will help achieve.**

Timing: Two weeks before event

Charity Tips:

- Personalise this letter to
  - o The top five per cent of donors who have the highest fundraising so far
  - o The top five per cent of donors with the highest target, but who haven't reached their target yet.

**Subject: Two Weeks to Go and the Impact You Have Made.**

Dear <First Name>,

How time flies. I hope you're ready for the big day. I'm sure you are! <Event Name> is just <14> days away.

I want to thank you so much for raising <\$raised> so far for <Charity Name> in <Event Name>. You're awesome. And I'm so grateful that you care about our work here at <charity name>.

Your donations will have a <real/mighty/profound> impact. As you may already know, we at <Charity Name> have set a target of <\$Charity Target> for <Event Name>. It's an important target because it will achieve <insert details about target outcome>. And we can only reach it with your help.

One of <the people-children we help/staff in the field> wanted me to pass on this special message of encouragement and thanks to you: "<Insert inspiring quote, name and photo here.>"

Thank you for everything you are doing to help <Charity Name>. All the best with your last minute preparations for <Event Name> - You're awesome!

Best wishes,

<Signatory Name>

<Job Title>

<Signatory Photo>

PS: Remember, on <Date> immediately after <Event Name>, we'll be holding a <Charity Team> get-together at <venue>. Please join us to meet up with your fellow <runners> and meet our team. There will be <catering details> and lots of fun. I hope you can be there!