

TeamRaiser™ is a online software solution that allows non-profit organizations to implement peer-to-peer fundraising and event programs. The software is a comprehensive tool designed to recruit, engage, and mobilize participants for events and causes.

This Teamraiser™ Deployment Toolkit guides you through each step of creating and launching your new Teamraiser™ module. We've included tips to help you implement best practices right from the beginning so you can reap the full fundraising and volunteer empowerment benefits of TeamRaiser™.

Here's what's in this guide:

- I. TeamRaiser Configuration
- II. TeamRaiser Copy & Messages
 - a. Thank you Messages
 - b. Autoresponders
 - c. Suggested Messages
- III. TeamRaiser Participant Center
 - a. Sample Greeting Center
 - b. Sample Participant Center
- IV. Sample Coaching Emails
- V. Sample Recruiting Emails

Additional Resources to make the most of TeamRaiser™:

- Maximizing The Success of Online Events, Charity Dynamics White Paper. www.charitydynamics.com
- Boundless Fundraising™, Tapping into the power of social networking for your peer-to-peer fundraising events.
- Contact Charity Dynamics at 512-241-0541 to find out how we can help your TeamRaiser™ work for you.

I. TeamRaiser™ Configuration

Event Information

1. What would you like to use for the Administrative name of your TeamRaiser Event?
2. What would you like to use for the Public name of your TeamRaiser Event?
3. Event Date?
4. Location Name?
5. Street Address?
6. City, State, Zip?

Fundraising Options

1. Will this TeamRaiser have a goal that is different from any goals specified for the donation campaign?
2. TeamRaiser Goal?
3. Do you want to display the Additional Gift field on the participant registration form for this event? If so, do you want the Anonymous Gift check-box to be an option for the additional gift?
4. What is your Tax-ID?

Participant Options

1. Do you want participants to have the ability to change the page layout of their personal page?
2. Do you want participants to be able to change the colors/styles on their personal page layout?
3. Do you want participants to be able to change status indicators? (Thermometer, Scrolling Honor Roll, etc.)
4. Would you like a default photograph on this page? If so, please send along with your completed form.
5. Would you like to enable blogs on participant's personal pages? (*Note: participants will be able to select whether or not they would like to use a blog on their page*)
6. Do you want to display unconfirmed gifts in the participant Gift History lists?
7. Do you want to allow participants to enter a fundraising goal?
8. What would you like for the Suggested Participant Fundraising Goal to be?

9. Do you want to associate any interest categories in the contact record of registered participants? Per your contract, we can create up to (5) participant interest categories on your behalf.

Team Options

1. Do you want team captains to have the ability to change the page layout of their team page?
2. Do you want captains to be able to change the color/styles of their team page?
3. Do you want captains to be able to change status indicators? (Thermometer, Scrolling Honor Roll, etc.)
4. Would you like a default photograph on this page? If so, please send along your completed form.
5. Do you want to allow Team Captains to assign passwords for admission to their teams?
6. Do you want to allow Team Captains to associate the team they are forming with a company?
7. Define the names of Team Divisions that Team Captains can select when they form their team (if any). (*ex: staff teams, family teams, etc.*)
8. Do you want to allow Donors to make gifts to Teams?

Upsells

1. Will you be providing Upsells for registrants to purchase or select during the registration process? If so, what are they and will there be an additional charge?

Participation Types

1. Please define the Participation Types for your event (i.e. how a person can participate; Ex. Walker, Team Captain, Virtual Walker, etc). For each Participation Type you will need to provide the following:
 - Name
 - Short Description
 - Registration Fee (if any)
 - Tax-Deductible Amount (if any)
 - Should Fundraising be enabled? If so, what should be the minimum fundraising goal?
2. Do you want to generate Race Numbers? If so, please provide the starting race number for each Participant Type listed above.
3. Do you want to include an option for Participants to provide an Honoree during the registration process?

4. What Mail Preferences do you want to request and require?

	Requested	Required
Email Opt-In		
Postal Opt-In		

5. What Participant Information should be requested and required?

	Requested	Required
Address		
Phone Number		
Date of Birth		
Gender		
Emergency Contact		
Employer Name		
Occupation		

6. Will each Participation Type require a Customized Waiver? Or will there be one Primary Waiver for use with all registrants? For either option, please provide copy for the waiver(s). Following is an example of waiver language.

I acknowledge that I have volunteered to participate in the [Event Name] fundraising initiative.

In consideration for being permitted by [Organization] to participate in this initiative, I agree that I and my heirs, distributes, guardians, legal representatives, successors, and assigns will not make a claim against, sue, attach the property of, or prosecute [Organization] or any of its affiliated organizations, or their officers, directors, agents or employees, for any losses, injury, death or property damage occurring to me as a result of my participation, directly or indirectly, in the fundraising initiative, whether caused by the negligence of [Organization] or otherwise. In addition, I release and discharge [Organization] and its affiliated organizations, their officers, directors, agents and employees, from all actions, claims or demands, including claims based on the negligence of [Organization] or its affiliated organizations, that I and my heirs, distributes, guardians, legal representatives, or successors and assigns may have for any loss, injury, death, or property damage, directly or indirectly, resulting from my participation in the fundraising initiative and/or the activities of the [Event Name].

In executing this Agreement and Release, I specifically confirm the following:

- I understand that training and running for a run/walk/ride event is a rigorous and potentially hazardous activity. I further understand that any training information or tips provided to me by [Organization] or its affiliated organizations is for

general use, and may not be appropriate for my use or my medical or physical condition, and that following any training program does not ensure completion of said event without injury. I agree that [Organization] and its affiliated organizations, their officers, directors, agents and employees, shall not be liable or responsible for any injury arising out of or in connection with the training programs, information or tips.

- I understand that [Organization] and its affiliated organizations do not own, operate, or control the run/walk/ride course, and I voluntarily assume all risks associated with participating in the run/walk/ride, including but not limited to, falls, contact with vehicles, other participants, spectators or others, the effect of the weather, including high heat, extreme cold, icing, rainfall, flooding and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. I further agree that [Organization] and its affiliated organizations, their officers, directors, agents and employees, shall not be liable or responsible for any acts or omissions of the event sponsors.

I have carefully read this Agreement and Release and fully understand its contents. I am aware that this is a release of liability between myself and [Organization] and its affiliated organizations and sign it of my own free will. The initials or mark and date that I provide on Step 4 of 5 in the registration process on the [Organization] microsite serves as my signature and date for this Agreement and Release of Liability.

7. Do you want to include an image next to the Participation Type during registration? If so, please provide along with completed form.
8. Do you want to include any survey questions during the registration process? For example: T-Shirt Size; How did you hear about the event; Do you want to opt-out of fundraising prizes; etc.

Discounts

1. Will you be offering registration discounts? If so, please provide the following for each discount:
 - Name
 - Description
 - Code
 - Percentage or Fixed?
 - Amount
 - Is the number of each discount limited?
 - Define who is eligible for each discount.

- Is there a start and/or expiration date for each discount?

Site Options

Please enter an email address for receiving notifications if the content of participant's personal pages is considered objectionable by site visitors?

Options	Yes/No
For the minimum amount fundraised for participants, does their registration amount (if applicable) count towards their goal?	
Will you allow offline donations (such as cash and personal checks) to be entered online?	
If yes, do you want participants to process offline credit card transactions through the site?	

Option	Yes/No
Would you like to enable credit card processing for offline participant registration through the administrator side?	
On the administrator side, should the same end user required registration questions be required for administrators registering offline participants through the backend?	

Fundraising Campaign & Donation Form

1. Do you have a preference for what to name the Fundraising Campaign?
2. Do you have a preference for what to name the Donation Form?
3. Donation Levels & Amounts (*please include Level Name and/or Gift Amount, and whether you would like Level Name to appear on the form*)

Ex. Bronze, \$35

4. Autoresponder
 - a. Sender Name:
 - b. Sender Email Address:
 - c. Subject Line: **Thank You for Your Gift**
 - d. Body/HTML Content – *we recommend that you include the following within your copy:*

Thank you for your donation to the [Event Name]. Your generous gift not only raises awareness but provides much needed services.

Please print or save this message for your personal records.
[Donor name and donation information will be dynamically generated.]

II. TeamRaiser Copy & Messaging

Thank You Pages

1. Donation Thank You Page (on-screen)

- a. Body/HTML Content – *we recommend that you include the following within your copy:*

Thank You for Donating!

Dear [First Name],

Thank you for your contribution to support [Event Name]. Your support helps us make a difference in the lives of [Event Beneficiaries]. To learn more, please visit [Email Address].

Sincerely,
[Organization]

Please print or save this message for your personal records.
[Donor name and donation information will be dynamically generated.]

2. Registration Thank You Page (on-screen)

- a. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear [First Name],

Thank you for signing up and taking part in [Event Name]. Your registration is complete and you will be receiving an e-mail confirmation shortly.

Now that you've registered, you can start your fundraising activities online with the easy to use tools in your [Participant Center](#).

Get started now by visiting your [personal fundraising webpage](#). Here you can set your goal and add a personal message for your supporters, who will visit the page to sign up as your sponsors and make secure online pledge payments.

If you have any questions about [Event Name], please email us at [Email Address].

Thank you for registering for the [Event Name]!

Sincerely,
[Organization]

Autoresponders

1. Thank You for Registering

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Thank You for Joining**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Now that you've signed up, be sure to visit your [Participant Center](#) where you can customize your personal page, add contacts to your address book, start sending emails and manage your fundraising progress.

Be sure to bookmark this page and visit it often!

Also, be sure to save your Username and Password – you'll need it each time you [log in to your Participant Center](#):

Username:

Password:

Good luck in your efforts!

2. Sample Solicitation to Forward

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Help [Organization] [Event Purpose]**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

[Event Name] is [Organization's] fundraising event. Participants from [local/state/national] will [walk/run/ride] in support of [Event Purpose]. The money raised through this event will go toward [Event Proceeds].

[Organization] invites you to take part in our cause to help [Organization/Event Beneficiaries].

To sign up for [Event Name], click [here](#).

To make a contribution to [Event Name or Organization], click [here](#).

If you would like to learn more about [Organization] and [Event Name], please visit our website at [Web Address]

Thank you for taking the time to read about [Organization]. We appreciate your interest in our mission.

3. Thank You for Your Gift

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Thank You for Your Gift**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Thank you for supporting the [Event Name]. Your contribution will help [Event Beneficiaries] receive [Event Proceeds].

Sincerely,
[Organization]

Please print or save this message for your personal records.
[Donor name and donation information will be dynamically generated.]

4. Offline Gift Thank You

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Thank You for Your Gift**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Thank you for your contribution to [Organization's Event Name]. Your support helps us provide for [Event Beneficiaries].

To learn more about [Organization], please visit [Web Address].

Please print or save this message for your personal records.
[Donor name and donation information will be dynamically generated.]

5. Congratulations for Reaching 50% Goal

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **You're Half-way There!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Congratulations on reaching your 50% goal for [Event Name]! Thank you for all your hard work and dedication to our cause. Every step you take helps us make a lasting difference in the lives of [Event Beneficiaries].

Now would be a good time to log in to your Participant Center and send out thank you emails to those people who have donated on your behalf. You may also want to send out emails to remind family and friends about your efforts. Remember that we provide you with sample emails to make these tasks easy!

Thanks again for your support and keep up the good work!

6. Congratulations for Reaching Your Goal

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Congratulations!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Congratulations for reaching 100% of your [Event Name] goal! Your contribution to our cause makes an invaluable difference in the lives of [Event Beneficiaries] we serve. On behalf of them and their families, we thank you for your care and support.

Now would be a good time to log in to your Participant Center and send out thank you emails to those people who have donated on your behalf. You may also want to send out emails to remind family and friends about your efforts. Remember that we provide you with sample emails to make these tasks easy!

Thanks again for your support and keep up the good work!

7. Someone Made a Donation on Your Behalf

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **A Donation Has Been Made on Your Behalf**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

An online donation has been made on your behalf in support of [Event/Organization].

Visit your Participant Center now to view the details of the donation and send out a thank you note.

Thanks again for your support and keep up the good work!

Suggested Messages

1. Join My Team

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Join My [Event Name] Team!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear Friends and Family,

I've joined an exciting effort [Event Purpose] in our community. I am forming a team for [Event Name and Description] on [Date]. Why don't you join my team and support our effort to [Event Purpose]? Together we'll [walk/ride/run] with thousands of other caring individuals in a demonstration of unity and purpose.

Your participation in [Event Name] will:

- [Fund...].
- [Help support...].
- [Raise awareness...].

Please visit my fundraising webpage where you can join my [Event Name] team or sign up as a sponsor by clicking either of the links below.

Thank you for your support.

2. Sponsor Me

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Sponsor Me and Support [Event Name]!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear Friends and Family,

I've joined an exciting effort [Event Purpose] in my community. I signed up for [Event Name and Description] on [Date]. Please support my effort to [Event Purpose] by becoming one of my sponsors. Whatever you can give will make a profound difference.

Your sponsorship contribution will:

- [Fund...].
- [Help support...].
- [Raise awareness...].

Please visit my personal fundraising webpage where you can make a secure credit card donation (click either of the links below). Your gift to this worthy cause is tax-deductible to the fullest extent allowed by law.

Thank you for your support.

3. Sponsor Me (Virtual)

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Sponsor Me and Support [Event Name]!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear Friends and Family,

I've joined an exciting effort to [Event Purpose]. I signed up as a "Virtual Walker" for the [Event Name and Description] on [Date]. While I will not be able to attend the event, I have joined the effort "virtually" because the cause is so important to me. Please support my effort to [Event Purpose] by becoming one of my sponsors. Whatever you can give will make a profound difference.

Your sponsorship contribution will:

- [Fund...].
- [Help support...].

- [Raise awareness...].

Please visit my personal fundraising webpage where you can make a secure credit card donation (click either of the links below). Your gift to this worthy cause is tax-deductible to the fullest extent allowed by law.

Thank you for your support.

4. Thank You

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Thank You for Supporting [Event Name]!**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear Friend,

Thank you for sponsoring my participation in [Event Name]. I am so grateful for your support which brings me one step closer to achieving my fundraising goal. Your generous gift not only raises awareness but provides much needed services.

Sincerely,

5. Reminder to Collect/Send Donations

- a. Sender Name:
- b. Sender Email Address:
- c. Subject Line – **Don't forget about [Event Name]**
- d. Body/HTML Content – *we recommend that you include the following within your copy:*

Dear Friend,

Have you forgotten your pledge to support my participation in [Event Name]? There's still time for you to honor your commitment.

[Optional paragraph: Include statistics about the cause].

As one of my [Event Name] sponsors, you are part of the solution. [Event Name] has made it easy for busy people like you to help. Just take just a few minutes right now to visit my fundraising webpage and make a secure pledge

payment by credit card (click either of the links below). Your donation which will enable urgently needed [Services] must be received by [Date].

Thank you for your support.

III. TeamRaiser Participant Center

Participant Center Homepage

Body/HTML Content – *we recommend that you include the following within your copy:*

Welcome to your [Event Name] Participant Center

Thank you for joining [Event Name]!

Your ID number is:

You are registered as a walker supporting:

You have raised % of your fundraising goal.

[The above ID/Participation/Team/%/etc will be dynamically generated]

What should I do next?

1. Update your Personal Page. Simply click on the Personal Page symbol above and follow the directions. Feel free to personalize the content of your page. If you have any questions on how to update your personal page, contact us at [Phone Number or Email Address].
2. Send out suggested emails to your friends and family asking for their support!
3. Start Fundraising Online:
 - Start by viewing your Personal Page now to see what your potential donors will see
 - Send reminder and solicitation e-mails to friends, family and co-workers about your participation
 - Track your individual ongoing fundraising progress
 - Update your fundraising goal
 - View reports on who & when your team members make a donation
 - Send follow-up messages and thank-you emails to your supporters

What about offline donations?

When you receive offline donations, we ask that you enter them on your "My Progress" page and then mail them in to the Walk office immediately where we can confirm the donation. *Please do not send cash.* Your thermometer and scroll will not reflect offline donations until our office has received and processed them.

Remember, when sending in donations, every donation must have a donation

form that accompanies it. NOTE: this verification could take several weeks depending on the amount of donations we are receiving in the office -- so please be patient.

Let us know if you have questions!

Email: [Email Address]

Phone: [Phone Number]

Mailing Address: [Mailing Address]

Default Personal Page and Default Team Page

Body/HTML Content – *we recommend that you include the following within your copy:*

What is [Event Name]? *Tell a little about the event and its purpose.*

Why am I walking/riding/running? *Give a reason why it's important for participation.*

Why join/support me or my team? *Give some examples of how their support makes a difference.*

Ex: We hope we can count on your support. We need caring people like you to sponsor our team's participation in the walk.

Ex: Also, please bookmark this page if you're interested in keeping track of our progress as we approach the [Date] fundraising deadline. We encourage you to browse the rest of this website so you can learn more about [Event Name].

Ex. Contributions from our sponsors will:

- Fund...
- Help support...
- Raise awareness...

Sample TeamRaiser™ Greeting Page

Welcome Back, Mary!

Sample TeamRaiser Greeting Page

[Logout \(Login\)](#)
[Update My Profile](#)

[Home](#) [Sign Up](#) [Sponsors](#) [Volunteer](#) [Advocacy](#) [Contact Us](#) [My Participant Center](#) [Donate](#)



Returning Participant? [Click Here](#)

Walk to Save Lives

Auditorium Shores, Austin, Texas
 Saturday, September 6th, 2008
[Map](#)

On-Site Registration 7:00 am / Walk Start 9:00 am
 For more information, contact John Smith at 555.555.5555 john@walk.org

[View Course Route](#)

Together we've raised \$23,000 and there are still 21 days before Walk Day!

What is the Walk to Save Lives?

The **Walk to Save Lives** is The American Health Association's national signature event. Each year, over 100,000 people including patients, families, friends and corporate leaders join together to raise funds in support of The Association's cutting-edge research and community-based patient services programs. Now in its fifteenth year, approximately 250 Walks will be held around the country.

Event Update

Any pertinent updates go here (new time, new venue, packet pickup location, etc.

We are proud to announce that in 2007 the Walks organized by the Austin Chapter raised over \$80,000 – our most successful Walk season yet! This year our goal is to raise \$100,000 for continued programs and services on a local and national level

[Sign Up](#)

[Start a Team](#)

[Join a Team](#)

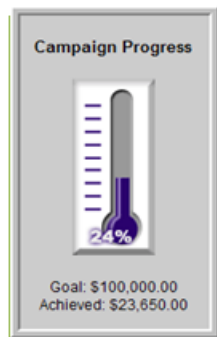
[Join as an Individual](#)

[Donate](#)

[Donate to a Participant](#)

[Donate to a Team](#)

[Donate to the Walk](#)



Top Walkers	
1.	Bella Longoria \$500
2.	Sally Trautman \$450
3.	Junie Wilkins \$350

Top Teams by Division

Family

1. Mary's Marchers
\$1,200
2. Leah's Leapers
\$999

Corporate

1. Charity Dynamos
\$3,000
2. 3M Milers
\$2,400

Other

1. Suzanne's Striders
\$1,200
2. Sean's Shoe-Ins
\$1,100

Sample TeamRaiser™ Participant Center

[Home](#) [Sign Up](#) [Sponsors](#) [Volunteer](#) [Advocacy](#) [Contact Us](#) [My Participant Center](#) [Donate](#)

Welcome [FIRST NAME] - to your online participant center! You are registered as a [Team Captain] for the Walk to Save Lives on Saturday, September 6th. Here you'll find valuable resources to help you in your fundraising activities.

Event Update

Any pertinent updates go here (new time, new venue, packet pickup location, etc.)

Conditional Content if participant has not updated personal page

By signing up online, you now can customize your [personal page](#) to highlight what motivates you and share stories in order to maximize your fundraising success. So why wait? Start customizing your page today and help make this year one of our best yet!

Conditional Content for Team captains only

As a team leader, you now can invite friends, family, and co-workers to join your team simply by [sending out email messages](#) and inviting them to join you. Remember: There's no limit to how many members as you can have, so think big! Provide team members with a framework for success. With plans firmly in place, the team can focus on fundraising!

Conditional Content if participant has sent out more than 10 emails

Every donation helps. We appreciate your fundraising efforts, and hope you'll continue them in earnest by [sending out 10 more emails](#) to friends, family, and other potential supporters!

Conditional Content if participant has sent out less than 10 emails

Every dollar you raise helps. We rely on your fundraising efforts, and [hope get started by sending out 10 emails](#) to friends, family, and other potential supporters!

Conditional Content if participant has raised \$0

You'll be surprised how fast you can raise \$200! [Reach out to your friends and family](#) and it only takes asking 10 people to make a \$20 donation!

Fundraising Tips

Update your personal page!

Include your own story and a picture - Walkers who update their personal page typically raise 7 to 8 times as much as those who don't.

Send an email to Friends and Family!

Include everyone on your list, asking for support - remember support can be dollars and encouragement.

Thank your supporters!

Be sure to send a thank you email or personal note to anyone who makes a donation.

Double check your list.

Did you include relatives? [neighbors?](#) [co-workers?](#)

Make it Easy!

Put a link at the bottom of any emails you send out with a simple message like [Support Me in the Walk to Save Lives](#) with a link to your personal home page.

Follow-Up!

Don't be afraid to follow up with people who haven't made a donation yet. People are busy and may just need a gentle reminder.

Check out our [Fundraising Guide](#) for more great ideas!

IV. TeamRaiser™ Sample Coaching Emails

TeamRaiser™ Coaching Email 1

Subject Line: Get Started in your Participant Center

Message:

Dear Friend,

This year's event is still a few months away, but thankfully people like you have shown some serious initiative by already signing up!

As we get closer to the event, we'll be sending you periodic updates regarding the event, as well as useful tips to help you with training and fundraising.

Speaking of which, why not take advantage of the time you have to get a head-start on becoming one of this year's top fundraisers?

Now that you've signed up, you've got the online tools needed to start raising money. But first things first! Have you updated your Personal Page? If not, be sure to do so, and tell people why you support the event. Once you've made your updates, start sending it to friends, family, and coworkers through your Participant Center. Ask them to support you with donations - or even better, ask them to sign up and ride with you!

[Log into your Participant Center now](#) and get started!

Sincerely,

[Name of Your Organization]

TeamRaiser™ Coaching Email - 2

Subject Line: We're less than two weeks away!

Message:

Dear Friend,

It's getting close!

The event is less than two weeks away, but it will be here before you know it. Thank you again for lending your time, energy and enthusiasm to making this year's event such a huge success. We couldn't do it without you!

We hope you're finding the online fundraising tools both fun and easy to use.

A quick reminder from your [Participant Center](#), you have all the tools you need to:

- Customize a personal web page with a picture of you and tell the story of why you support the event
- Add contacts to your address book either manually or with a quick and easy export/import (see your address book for more info!)
- Email friends, family and coworkers asking for donations
- Set and adjust your fundraising goal
- Keep track of your fundraising progress and enter any cash or check gifts received

By far the easiest way to get those donations rolling in is to keep sending emails! No one donates until they're asked, so why wait? !

[Log in to your Participant Center now](#) and get started by sending 10 emails today asking for donations. You can do it all in less than 10 minutes – we promise!

Let everyone know that no gift is too small, and that each one takes you one step closer to achieving your fundraising goal.

We'll see you at the event!

Sincerely,

[Name of Your Organization]

Coaching Email - Final

Subject Line: Make the most of the next three days!

Message:

Dear Friend,

Can you set aside 10 minutes for the next three days to make a difference in our fight?

We're looking forward to seeing you this weekend at the event. However, we need your help to make the most out of these last three days before the event.

Here's what you can do:

1. **Today:** Log into your Participant Center and send 10 emails to friends you haven't yet asked for a donation. From your Participant Center, you can send all 10 in under 10 minutes!
2. **Tomorrow:** Log into your Participant Center and send 10 emails to family members and coworkers you haven't yet asked for a donation. Again it takes under 10 minutes!
3. **Friday:** Log into your Participant Center and send a follow-up email to 10 people you've asked previously, but have yet to support you with a donation.

You can send all 30 emails in less than 30 minutes over the course of three days – it's that easy!

It's a little bit of effort that could go a LONG way in raising money!

Thank you in advance for lending your time and energy in support of our efforts. We couldn't do it without you!

Sincerely,

[Name of Your Organization]

V. Recruiting Email Samples

Recruiting Email - 1

Subject Line: Join Our Fight

Message:

Dear Friend,

We hope you'll [sign up today](#) and join the event.

Do you have friends or family who might want to join you? If so [start a team!](#)

Once you've [signed up online](#), you've got all of the tools you need to recruit others to join the fight, and to ask anyone and everyone you know to support you with donations.

We hope to see you at the event!

Sincerely,

[Name of Your Organization]

Recruiting Email - 2

Subject Line: Sign up today to join our event!

Message:

Dear Friend,

You still have PLENTY of time to join the event and raise money.

[Sign up today](#) and join the event!

We still have a few months until the event but the earlier you [sign up](#), the more time you have to raise money and compete with our top fundraisers.

We hope you can join us for the event!

Sincerely,

[Name of Your Organization]

Recruiting Email - Final

Subject Line: Don't miss your chance!

Message:

Dear Friend,

We all have our own reasons for supporting the event.

[Sign up today](#) and join our community of supporters!

This year's remaining events will be here before you know it, so we hope you won't wait another day before signing up!

Once you do, you'll have immediate access to our fun and easy-to-use online fundraising tools that make raising money in to support our mission seem virtually effortless. You'll get your own personal web page and email center to spread the word to anyone and everyone you know about why you chose to join this event.

We'll be with you every step of the way, making sure you get the most out of your training and fundraising as we get closer to the day of the event.

So why wait? [Sign up today!](#)

Sincerely,

[Name of Your Organization]