9 Email Templates for Recruiting and Communicating with Peer-to-Peer Fundraising Champions
1. Recruiting Your Organization's Supporters

Subject: You're a/n [ORGANIZATION] Champion!

Body:

Hi [NAME],

As one of our star supporters, I wanted to personally reach out and ask for your help as a P2P Fundraiser for [ORGANIZATION]. On [DATE] we're participating in [GIVING DAY] and we'd love you to share your story with your friends and family as to why you support our organization as much as you do!

We'll be hosting an official fundraising kick-off party on [DATE/TIME] at [PLACE]. Pizza and drinks will be provided! Bring your laptop so we can get your personal fundraising page set up too!

If you can make it, please RSVP here [LINK TO RSVP FORM] or simply respond to this email.

If you've never fundraised before, don't worry! After signing up as a P2P fundraiser, you will be provided with a host of fundraising tools. We'll even have a messaging timeline you can reference when talking with your friends and families.
1. Your Organization's Dedicated Supporters

If you're unable to participate as an official fundraiser, we'd still love your help! You can spread the word about [GIVING DAY] on Facebook, Twitter, and other social media outlets by linking to our campaign ([LINK TO PROFILE]) and including the hashtag [GIVING DAY HASHTAG]!

If you have any questions or would like more information, please let me know!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
2. Encourage Social Media Engagement

Subject: Fundraising Kick-Off Party Reminder

Body:

Hi [NAME],

This is just a quick reminder that we'll be hosting an official Fundraising Kick-off Party on [DATE/TIME] at [PLACE]. Pizza and drinks will be provided! Bring your laptop so we can get your personal fundraising page set up, too. If you can make it, please RSVP here [LINK TO RSVP FORM] or just respond to this email.

If you've never fundraised before, don't worry! After signing up as a P2P fundraiser, we will provide you with a host of fundraising tools. We'll even have a messaging timeline you can reference when talking with your friends and families!

If you're unable to participate as an official fundraiser, we'd still love your help! You can spread the word about [GIVING DAY] on Facebook, Twitter, and other social media outlets by linking to our

[NAME]
[ORGANIZATION]
[LINK TO CAMPAIGN PAGE]
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If you're unable to participate as an official fundraiser, we'd still love your help! You can spread the word about [GIVING DAY] on Facebook, Twitter, and other social media outlets by linking to our campaign ([LINK TO PROFILE]) and including the hashtag [GIVING DAY HASHTAG]!
3. Fundraising Kick-Off Party Reminder

If you have any questions or would like more information, please let me know!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
4. Save-the-Date Reminder

**Subject:** Send out your Save-the-Date Message for [GIVING DAY]!

**Body:**

Hi [NAME],

We're counting down the days to [GIVING DAY DATE] and [GIVING DAY]. (Just 2 weeks!) Now's the time to send out your first message to your friends and family, and your social media networks!

Send this email:

**Subject:** You're Invited to [GIVING DAY] on [GIVING DAY DATE]!

Hi [NAME],

On [GIVING DAY DATE] [ORGANIZATION] is joining a [REGIONAL/STATEWIDE] giving movement: [GIVING DAY]!

During the 24-hour giving event [ORGANIZATION] is raising funds to [SUPPORT/GROW] their [PROGRAM/REACH/GOAL OF CAMPAIGN].
I'm personally fundraising for [ORGANIZATION] because...[REASON FUNDRAISER IS FUNDRAISING].

Get ready to give back! On [GIVING DAY DATE], starting at [GIVING DAY START TIME], visit my personal fundraising page [FUNDRAISING PAGE LINK]. You will have 24 hours to make your donation, and all giving will end at [GIVING DAY END TIME/DATE].

Post this message on social media:

Facebook: Save the date - [GIVING DAY DATE]: I need YOUR help to make [GIVING DAY] a success for [ORGANIZATION] in just 2 weeks! Check out my personal fundraising page for [GIVING DAY] to learn more about how your contribution can make a difference: [PERSONAL FUNDRAISING LINK].

Twitter: [GIVING DAY HASHTAG] is [GIVING DAY DATE] and I'm thrilled to be a part of it! [PERSONAL FUNDRAISING LINK]

Thank you so much for your dedication to our organization. We're looking forward to [GIVING DAY HASHTAG] and will keep you updated on anything that comes up!
4. Save-the-Date Reminder

[NAME]
ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
Subject: [GIVING DAY]: Tomorrow's the Big Day!

Body:

Hi [NAME],

Thank you for your support in spreading the word about our [GIVING DAY] campaign! These past [X WEEKS] have been a whirlwind preparing for [GIVING DAY], and we sometimes forget to stop and think about what you've helped us accomplish. Your support of [ORGANIZATION] has made [PROGRAMS] possible, and we can never forget that!

Tomorrow will be a big day for us, and we want to share in that success with you. We look forward to even more [PROGRAMS/GOALS] we'll be able to accomplish after we reach our goal of [$XX AND XX DONORS]!

Remember, we can't do this without you. Here are 3 easy things you can do tomorrow:

1. Please remember making a contribution to your personal fundraising campaign
5. Day Before Promotional Message

2. Share our important work with your friends and family on Facebook, Twitter, or other social media channels using [YOUR HANDLE] and the hashtag [GIVING DAY HASHTAG].

3. Send an email sharing your enthusiasm for [ORGANIZATION] and [GIVING DAY HASHTAG] to your friends, colleagues, and family members. We'd love if they would support us, but we also want everyone to support whatever inspires them.

Thank you again for your support of [ORGANIZATION] - let's make history tomorrow!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
6. Day-Of Promotional Message

Subject: Today's the Day! Put Your Giving Shoes On!

Body:

Hi [NAME]!

Today's the day! [GIVING DAY] is here!

Make sure you follow us on Facebook [LINK TO FACEBOOK PROFILE] and Twitter [LINK TO TWITTER PROFILE] to keep up with all the action. You can also share our social media posts for a quick and easy boost to your own fundraising pages! Just make sure you include your personal fundraising link.

Your personal networks are going to make a huge difference today. There are so many ways to spread the word.

- Text a Friend
- Post on Facebook, Twitter, and Instagram using the hashtag [GIVING DAY HASHTAG]
- Send an email
- Tell someone in person (trust us, this works too!)
6. Day-Of Promotional Message

We'll keep you updated on everything going on so you can share any great news with your networks!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
7. 12th Hour Status Update

Subject: You've helped us raise [X]!

Body:

Hi [NAME],

After 12 hours, we have some news to share!

You've helped us raise [X] and [X] donors. This is phenomenal! We're able to do [program] because of your contributions!

We are so grateful for your support and for helping us by sharing our campaign with your own friends and family. Check out our Facebook page [LINK TO FBPAGE] to share our posts, and to help us reach our goal by sharing your story again!

Thank you again for your support of [ORGANIZATION]!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
8. Final Hour Status Update

Subject: Just one more hour to support [ORGANIZATION] on [GIVING DAY]

Body:

Hi [NAME],

It's the final hour of our [GIVING DAY HASHTAG] campaign for [ORGANIZATION]. In 23 hours we have raised [$X] with your help - and now we're only [$AMOUNT LEFT TO GOAL] until we reach our goal!

We are so thankful for the support of our community - but the giving isn't over yet! Help us reach our goal of [$X] by sharing our campaign with you friends and family on social media one more time! Check out our Facebook page [LINK TO FACEBOOK PROFILE] to share our posts, and to help us reach our goal by sharing your own story.

Thank you again for your continued support of [ORGANIZATION] on [GIVING DAY]!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]
9. Post-Event Thank You

Subject: Thank you from [ORGANIZATION]!

Body:

Hi [NAME],

Because of your generosity, [ORGANIZATION] is about to do [X PROGRAM/EVENT/MILESTONE]. I'm so appreciative of your support of [PROGRAM/GOAL/OBJECTIVE] during [GIVING DAY].

Thanks to your support, I look forward to announcing [WHAT ELSE YOU CAN DO WITH DONATIONS FROM GIVING DAY]. You are positively impacting the experience of [WHO/WHAT YOU SERVE]. Thank you!

We did it!

[NAME]
[ORGANIZATION NAME]
[LINK TO CAMPAIGN PAGE]