

Email Template Language Toolkit

Tips for Team Captain Fundraising Email

Goal: Encourage fundraising from all currently registered team captains.

Thank you for signing up to participate in the [Year] [Event Name]! We greatly appreciate your support. We have an event goal of [\$goal] and funds raised will help us [list impact of walk funds].

As you begin to spread the word about your event participation, we encourage you to personalize your individual/team profile page to let your supporters know why you're walking and what your fundraising goal is.

Below, we have created a list of fundraising ideas we hope you will find helpful as you fundraise:

- Email your contact list to let them know you are participating in the walk, why it's important, and ask them to join you in your fundraising efforts.
- Create a call list of individuals in your network you feel comfortable reaching out to directly to ask for their support over the phone.
- Post about the walk regularly on your social media profiles, inviting your social network to make a donation. Be sure to include the link to your team or individual profile page.
- As you interact with your service/care providers (mechanics, doctor, dentist, etc.), let them know you are participating in the walk and ask if they'd be willing to support your team.
- Contact a local restaurant to see if they will do a dine to donate night for your team.
- Host a mini fundraiser, with proceeds benefiting your walk team. Here's a great list of ideas from team captains around the country: <http://ow.ly/Yrxws>.
- Check with your employer to see if they offer a matching gift program. Encourage the supporters in your network to do the same.

Once again, we appreciate your support and look forward to another great year of the [Event Name]!