

Email Template Language Toolkit

Team Fundraising Week

Goal: Incentivize teams to raise an additional amount of funds during a specified time frame. We'd recommend sending to all currently registered team captains.

Email #1 (Monday)

New challenge! It's Team Fundraising Week.

For every new [\$Dollar Amount] a team raises from now through [time] on [date], they will receive one entry into a drawing to win [incentive].

There's no time to fundraise like the present & you have the chance to WIN in the process! Let's see how much closer we can get to reaching our event fundraising goal. Remember, funds raised for the walk help [insert impact].

Follow us on social media for updates on the [Year] [Event Name].

For Organization Social Media:

Facebook

It's Team Fundraising Week! Every [\$amount] a team raises this week = 1 entry into our drawing to win [incentive]. LINK #EventHashtag

Twitter

It's Team Fundraising Week! Walk teams have the chance to win [incentive]. Details: LINK.
#EventHashtag

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Email #2 (Wednesday)

We have great momentum going for Team Fundraising Week! We just passed [fundraising milestone] and are making strides closer to our event goal.

Remember for every new [\$Dollar Amount] your walk team raises from now through [time] on [date], your team will receive one entry into a drawing to win [incentive].

Keep up the great work!

For Organization Social Media:

Facebook

There is/are only [#] day(s) left in the Fundraising Week challenge! Every [\$amount] a team raises this week = 1 entry into our drawing to win [incentive]. LINK #EventHashtag

Twitter

Hurry! The Team Fundraising Week challenge ends [date] at [time]. LINK #EventHashtag

Email #3 (Friday)

Only hours remain in the Team Fundraising Week challenge. There's still time to collect donations and be entered to win [incentive].

All new contributions must be entered by [time] TONIGHT! One winner will be randomly selected and announced via our social media.

Link to register: LINK.

For Organization Social Media:

Facebook

Just a few hours remain in the Team Fundraising Week challenge! One lucky team will win a [incentive]. LINK. #EventHashtag

Twitter

The Team Fundraising Week challenge ends in just a few hours. There's still time to donate: LINK. #EventHashtag