

FOR CHARITIES

Fundraising Event Email Templates

Your charity's share-ready messaging for
a winning event fundraising campaign.



JustGiving[®]
from Blackbaud

FOR CHARITIES

Introduction

This is your charity's ready-made plan to get your fundraisers active and raising more money at your event.

Send these emails at each stage of your fundraisers' training and fundraising journey for maximum impact. Just copy and paste the text, drop in your charity's details where indicated, and you're good to go.

Each email includes recommended messaging, a subject line, and a send date. Where applicable, you'll also find links to helpful resources for extra guidance on that email's key actions.

If your event is a bigger challenge or has a high fundraising target, consider starting earlier to give fundraisers more time to set up their page, share it, raise money, and train for the big day.

We can't wait to see the difference you'll make!

AFTER THE EVENT

Celebrate and say thanks

Amazing! Your community has done something incredible, so use these emails to congratulate them, thank them, and tell them the impact they made for your cause.

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Celebrate and say thanks

After the event email 1

When to send: One day after event day

Your fundraisers just completed an amazing achievement! Give them the recognition they deserve and tell them how important it is to keep sharing.

Subject: You did it! Thank you for supporting [Charity Name]

Hi [Fundraiser Name],

It's official...you smashed it!

We're so proud of you and everything you've achieved. Your dedication, training, and fundraising have made a real difference in helping us [specific outcome the fundraiser will help achieve].

But here's something you might not know: up to 10% of donations come in after event day!

So don't stop now. If you have a celebratory photo, share it as an Update on your JustGiving page, then share your page on social to encourage more donations.

You've already done something extraordinary. Let's finish strong!

[Your Name], [Charity Name] Team
[Contact Details]

Celebrate and say thanks

After the event email 2

When to send: One month after event day

If you're still elated from your event, you know fundraisers are too! Check in, share the impact of your campaign, and ask about their experience.

Subject: Your fundraising update (+ a quick question)

Hi [Fundraiser Name],

Are you still buzzing from [Event Name]...because we are!

And while you're recovering, I've got something amazing to tell you...

You raised [Individual Fundraiser Total] on your Fundraising Page!

That dedication and effort helped us raise [Total Raised] in total, which we can't wait to put towards [your mission]. Thank you, [Fundraiser Name] – we couldn't have done this without you.

One more thing: we'd love to know how you enjoyed fundraising with us. Could you tell us about your experience? Feel free to just reply to this email or complete our quick survey here: [survey link if applicable]

[Your Name], [Charity Name] Team

Celebrate and say thanks

After the event email 3

When to send: Two months after event day

Tell fundraisers how to stay in touch and continue to support you. Add personal details about their journey and share how important they are before asking for further support.

Subject: How to stay connected with us

Hi [Fundraiser Name],

It's been two months since [Event Name], and we're still so grateful for your support! // Add a personal story or their individual fundraising total //

Here are the best ways to stay connected and continue to support us:

Stay connected:

- Get our supporter updates: [newsletter link]
- Follow us on social: [social links]

Continue your support for [Charity Name]:

- Update and share your page again to spark more support.
- Set up a monthly gift (even [Amount]/month helps!): [Donation Link]
- Fundraise for us again in a way that fits your lifestyle. Get ideas here: <https://www.justgiving.com/for-fundraising>

With huge thanks,

[Your Name], [Charity Name] Team

FOR CHARITIES

What's next?

Well done getting your fundraisers engaged and raising money for your cause!

From here, it's a great idea to stay connected with your fundraisers to let them know how they can continue to support you.

Need more help? We're here for you!

[Download the entire set](#) of event fundraising email templates

Get more tips and tools on our [Event Fundraising Hub](#)

[Contact our team](#) for expert event fundraising advice