

FOR CHARITIES

Fundraising Event Email Templates

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



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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.

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ONBOARDING

Welcoming fundraisers

Your event's on the calendar and you're starting to recruit your fundraisers. Now's when they're most enthusiastic to raise money, so reach out to help them start early and raise more over time.

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Welcoming fundraisers

Onboarding email 1

When to send: the first Mon, Wed, or Fri after fundraiser joins

Use your first email to welcome new fundraisers, introduce yourself and your charity, and give people the tools they need to start raising money.

Subject: Welcome to the team, [Fundraiser Name]!

Hi [Fundraiser Name],

Welcome to the [Charity Name] team. We're so excited you're here! By fundraising for us, you're going to help us [specific outcome the fundraiser will help achieve].

We just have one action for you today, and it's creating your JustGiving Page: [Fundraising Link]. Customise your page to share your story and raise more money: doing this early helps you raise more!

// If you have your own charity welcome pack // - Plus, check out our welcome pack to learn [description of contents, e.g. more about our charity, event details, fundraising tips, resources]: [link or attachment].

This is going to be an experience you, and we, will never forget, and we're here to support you all the way through. For any questions, contact us at [Contact Details].

Best wishes,
[Your Name], [Charity Name] Team

Welcoming fundraisers

Onboarding email 2

When to send: two days after Onboarding email 1

It's the perfect time to ask your fundraisers to share their pages and send a reminder to those who haven't started raising money yet.

Subject: Share your Fundraising Page with family and friends

Hi [Fundraiser Name],

// If the fundraiser hasn't created their JustGiving page // - I can see you haven't set up your JustGiving page for [Event Name] yet, but it only takes a few minutes! Just click here to start: [Fundraising Link].

// If the fundraiser has created their JustGiving page // - Thanks for setting up your Fundraising Page! Now that your page is live, it's time to share it! Here's a short snippet you can share on your social channels:

I'm taking on [Event Name] for [Charity Name] and every pound raised will go toward [specific outcome the fundraiser will help achieve]. If you can, please make a donation: [your JustGiving page link]

Post this on social, send it on WhatsApp, and don't be afraid to follow up!

You're doing brilliantly,
[Your Name], [Charity Name] Team
[Contact Details]

Welcoming fundraisers

Onboarding email 3

When to send: one week after Onboarding email 2

Use this opportunity to check in and make sure fundraisers know about one of the most effective event fundraising tools: their fitness apps!

Subject: Connect your fitness app to raise more money

Hi [Fundraiser Name],

How are you feeling so far?

// If the fundraiser hasn't created their JustGiving page // - Setting up your Fundraising Page only takes a few minutes. Plus, pages created earlier typically go on to raise more money! [\[Fundraising Link\]](#)

// If your event is a sporting/fitness challenge // - Have you already added your fitness app to your Fundraising Page? By connecting your Strava or Fitbit app, you can raise up to 31% more, plus have your training progress added to your page automatically!

Get connected and let us know of any questions. You've got this!

[Your Name], [Charity Name] Team
[\[Contact Details\]](#)

Welcoming fundraisers

Onboarding email 4

When to send: one week after Onboarding email 3

Check in and remind your fundraisers how important they are. Plus, send our top tips designed to help them raise more money for you.

Subject: 10 pro tips for reaching your fundraising target 🎯

Hi [Fundraiser Name],

Just a quick note to remind you you're doing something incredible for [your beneficiaries], and we're so proud to have you on the team.

/ If the fundraiser hasn't created their JustGiving page // - I can see you haven't set up your JustGiving page for [Event Name] yet, but it only takes a few minutes! Just click here to start: [Fundraising Link].

No matter where you're at in your journey, have a look at JustGiving's Top 10 Fundraising Tips: they'll help make your page stand out and go on to raise more money:

<https://www.justgiving.com/for-fundraising/top-10-fundraising-tips>

Give us a shout for any questions: [Contact Details].

All the best,
[Your Name], [Charity Name] Team

MID-CAMPAIGN

Keeping the energy high

Fundraising has started, but now's often the time life gets in the way. Pages created earlier perform better, so in this phase, we'll check in on fundraisers that haven't started raising money, keep people engaged, and keep the momentum going strong.

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Keeping the energy high

Mid-campaign email 1

When to send: Three months before event day

Remind fundraisers to set up their pages and share to help grow support for your charity's cause.

Note

Your event's timeline might look a little different! We recommend aiming to have pages created and activated no later than three months from the event day.

Subject: Only 3 months to go until [Event Name]

Hi [Fundraiser Name],

[Event Name] is on the horizon, and we're so happy you're on our team!

// If the fundraiser hasn't created their JustGiving page // - We can see you haven't set up your Fundraising Page yet. It only takes a few minutes and you can get started here: [Fundraising Link]

// If the fundraiser has created their JustGiving page // - Make sure to share your JustGiving page with family and friends...it makes a HUGE difference in helping our cause and is shown to raise more money!

// If you're fundraising for a running event // - And as your training ramps up, check out JustGiving's Running for Good Hub for training, nutrition, and recovery tips to help you stay strong:

<https://www.justgiving.com/hub/running-for-good>

We can't wait to see the amazing things you'll do for [your beneficiaries].

All the best,
[Your Name], [Charity Name] Team

Keeping the energy high

Mid-campaign email 2

When to send: Three months before event day

Fundraising can start to feel overwhelming at this stage. Boost the confidence with any incentive programmes you have, plus show fundraisers how to split their goal into weekly mini-targets.

Note

Your event's timeline might look a little different! We recommend aiming to have pages created and activated no later than three months from the event day.

Subject: Check out your weekly fundraising target

Hi [Fundraiser Name],

It's amazing to see you closing in on your fundraising target – thank you so much for your support!

And we've got a little something for you as well. If you [incentive goal] by [incentive closing date], you'll get [incentive reward]!

To help you get there, we recommend breaking up your overall [Fundraising Page target] target into smaller, weekly targets. With [weeks until event] weeks to go, aim for just [weekly amount to reach target] a week. Way more doable!

If you have any questions, we're here to help.

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

Keeping the energy high

Mid-campaign email 3

When to send: One month before event day

This one's simple: remind your fundraisers to share, share, share!

Note

Your event's timeline might look a little different! We recommend aiming to have pages created and activated no later than three months from the event day.

Subject: Don't forget to share your fundraising (copy + paste this text!)

Hi [Fundraiser Name],

I've got just one action for you today: share your page with friends, family, and colleagues! Every share can help raise more money.

Here's a snippet you can share on social:

The countdown is on! In just one month, I'm doing [Event Name] and fundraising for [Charity Name]. If I reach my [target amount] target, they'll be able to [specific outcome]. Please donate here: [your JustGiving page link]

P.S. Turn your Fundraising Page into a poster! Perfect for work, the gym, or your favourite coffee shop. Click the Print icon in the Share options towards the bottom of your page to download and print yours.

Thanks for being amazing,

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

PRE-EVENT PREP

The final countdown

Event day's approaching and you might be approaching your fundraising goal. Send these emails to your supporters to help them over that fundraising finish line!

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The final countdown

Pre-event email 1

When to send: Three weeks before event day

We're on the final stretch! Share some ways your fundraisers can raise more, some creative and fun ideas, and offer support ahead of the event.

Subject: 2 creative ways to get more donations

Hi [\[Fundraiser Name\]](#),

Three weeks to go, and we are SO excited for you! Here are two brilliant ways to give your fundraising a final boost ahead of the big day:

1. Does your employer offer matched funding? Many companies will match charitable donations from their employees. It's worth a quick email to your HR team to find out!
2. Try a creative challenge! Your friends and fans are ready to cheer you on, so why not make it extra fun for them? Ask for donations to guess your finish time, submit a song for your playlist, or sponsor you per mile.

If you need help with anything, give us a shout at [\[Contact Details\]](#). Let's keep that momentum going!

[\[Your Name\]](#), [\[Charity Name\]](#) Team

The final countdown

Pre-event email 2

When to send: Two weeks before event day

Your fundraisers are likely at the peak of their training! If you're fundraising for a running event, remind them to check out our Running for Good hub.

Subject: How are you feeling, [Fundraiser Name]?

Hi [Fundraiser Name],

We know you're training hard for the big day. But if you're feeling uncertain, need a confidence boost, or have a question, don't forget our team is here for you.

Contact us any time at [Contact Details] and we'll help however we can.

// Include this line if you're fundraising for a running event // - Also, don't forget to check out JustGiving's Running for Good Hub for loads of info about training, nutrition, and recovery:

<https://www.justgiving.com/hub/running-for-good>

Let's keep that momentum going, and most importantly, keep sharing your page. You've got this!

[Your Name], [Charity Name] Team

The final countdown

Pre-event email 3

When to send: One week before event day

Getting close now! Offer encouragement before the big day, and add a touch of personality by adding a photo of your team cheering them on.

Subject: Just one week to go: the final push for donations!

Hi [Fundraiser Name],

Just one week left until [Event Name]! We can't wait to celebrate everything you've achieved.

Keep this in mind as you get ready for event day: you're helping us change lives by [specific outcome the fundraiser will help achieve].

Share this short snippet on your social accounts to inspire even more last-minute donations:

I can barely believe it...only one week to go until [Event Name]! And I'm so excited to be doing it for [Charity Name]. There's still time to donate and support their life-changing work: [your JustGiving page link]

Let's make these final days count: we're cheering you on!

[photo of your charity's team]

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

The final countdown

Pre-event email 4

When to send: One day before event day

One more day. Send fundraisers a final update so they know what to expect and where to find you, and amp up their big moment!

Subject: Your event day checklist is here

Hi [Fundraiser Name],

One more sleep! Here's what you need to know for tomorrow:

- Lay out your gear tonight so you have less to think about tomorrow! Then share a photo if it with a link to your Fundraising Page on social for some last-minute donations.
- We'll be at [Location] cheering you on in-person, so stop by before or after to meet the team.
- We'd love to see your photos, so tag us on social media [Social Links] so we can share and celebrate with you.
- If you have any questions, contact [Name], our [Role] at [Phone Number] who will be on site to help.

See you there and good luck, [Fundraiser Name]!

[Your Name], [Charity Name] Team

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!

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

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

Event timeline

Use this event fundraising timeline with our [email templates](#) to send every email at the ideal time.

EVENT NAME

e.g. London Marathon

Email	When to send	Stage	Send date	Done
Onboarding 1	Mon or Wed after a fundraiser joins	Page creation ●	<i>e.g. 8 July</i>	✓
Onboarding 2	Two days after Onboarding 1	Page creation ●		
Onboarding 3	One week after Onboarding 2	Page creation ●		
Onboarding 4	One week after Onboarding 3	Page creation ● Page activation ●		
Mid-Campaign 1	Three months before event day	Page activation ●		
Mid-Campaign 2	Two months before event day	Page activation ● Page value ●		
Mid-Campaign 3	One month before event day	Page value ●		
Pre-Event 1	Three weeks before event day	Page value ●		
Pre-Event 2	Two weeks before event day	Page value ●		
Pre-Event 3	One week before event day	Page value ●		
Pre-Event 4	One day before event day	Page value ●		
Event day!		Page value ●		
After the Event 1	One day after event day	Page value ● Retention ●		
After the Event 2	One month after event day	Page value ● Retention ●		
After the Event 3	Two months after event day	Retention ●		



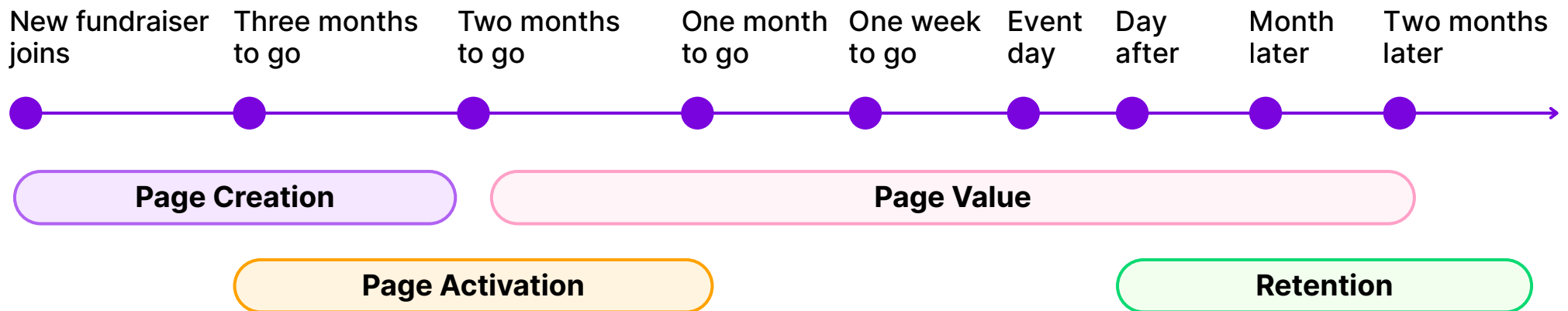
When you complete the timeline, add the dates to your calendar!

Note: If a fundraiser joins within three months of the event date, the Onboarding and Mid-Campaign sequences may overlap. Feel free to be flexible and send the emails in order, then let the Pre-Event sequence take over from there.

Timeline example

Use this chart to see a landscape view of where the key stages should generally fall during your campaign.

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London Marathon example

This London Marathon example shows how your timeline may change based on your event's date, considering seasons, holidays, and high-engagement moments.

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