

FOR CHARITIES

# Fundraising Event Email Templates

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



**JustGiving**<sup>®</sup>  
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!

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.

**JustGiving**<sup>®</sup>  
from Blackbaud

# 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]

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