

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!

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.

JustGiving[®]
from Blackbaud

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

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