Fundraising Event Email Templates

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

JustGiving®

from Blackbaud

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!

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 changes 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

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