

# Campaign Email Templates

Utilize these templates when marketing your campaign via email. Copy, paste, fill in the bracketed information, and voila - your emails are ready to be sent to your supporters before, during, and after your campaign!

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## Email #1: Introduction Email

**Subject: [ORGANIZATION NAME] Needs Your Help!**

Hi [First\_Name],

We are happy and excited to announce our newest initiative to [CAMPAIGN OBJECTIVE]. We're launching a [# of days] day campaign - [CAMPAIGN NAME] - with a goal of \$\_\_ which will allow us to [impact of campaign] !

We need your help! Please join us in spreading the word about our [CAMPAIGN NAME] campaign! Become a champion for [ORGANIZATION NAME] and show your support for [THOSE WHO WILL BENEFIT FROM CAMPAIGN] !

Get ready to give! On [CAMPAIGN START DATE], we'll officially begin our [CAMPAIGN NAME] campaign ! Visit [CAMPAIGN LINK] to show your support with a donation. We'll be running this campaign through [CAMPAIGN END DATE], and will be sure to keep you updated on our progress! Questions? If you have any questions or would like more information, let us know. (Add your contact information).

Thank you in advance for your generosity and support of [ORGANIZATION NAME] !

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Email #2: Kick-Off Email

**Subject: [CAMPAIGN NAME] has Officially Launched!**

Hi [First\_Name],

Today's the big day! Our [CAMPAIGN NAME] campaign to support [ORGANIZATION NAME] has officially launched! Show your support by visiting [CAMPAIGN LINK] today!

[Photo - this could be a photo from the campaign page, or a photo of what your campaign initiative is]

We need your help! Please join our campaign and help us reach our goal of \$\_\_\_ by [CAMPAIGN END DATE]! We need your help to succeed by telling your friends and family members about the important work we do, and ask them to join us in [CAMPAIGN IMPACT] .

Questions? If you have any questions or would like more information, let us know. (Add your contact information).

Thank you in advance for your generosity and support of [ORGANIZATION NAME]!

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Email #3: Progress Emails (25%, 50%, 75%)

**Subject: [PERCENT RAISED] towards our [CAMPAIGN NAME] goal!**

Hi [First\_name],

In only [NUMBER OF DAYS SINCE CAMPAIGN LAUNCH] you helped us raise [AMOUNT/PERCENT OF GOAL RAISED] towards [CAMPAIGN NAME].

[Photo with Progress]

We are so grateful for the incredible support of our community, and hope you will consider making a contribution to help us go from [PERCENT OF GOAL RAISED] to 100%. With the remaining [AMOUNT LEFT TO RAISE] we have left to raise, we can [LIST WHAT YOU CAN DO WITH FUNDS LEFT TO RAISE ]. You can make an impact by visiting [CAMPAIGN LINK] and making a contribution today!

Thank you again for your continued support of [ORGANIZATION NAME]!

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Email #4: Final Boost/Last Week Email

**Subject: Only 1 Week Left to support the [CAMPAIGN NAME] campaign!**

Hi [First\_Name],

Wow! In just \_\_week(s) we have been able to raise [TOTAL AMOUNT RAISED] to support [ORGANIZATION NAME]. We are so grateful for all of the support we've had so far, and we hope that you'll continue that support by helping us reach our goal of \$\_\_before[CAMPAIGN END DATE]!

Here's how you can help:

Haven't donated yet? Visit [CAMPAIGN LINK] to show your support for [ORGANIZATION NAME] by making and make a contribution.

Already made a contribution? We are so grateful for your support and we hope you can help us by sharing our campaign with your own friends and family. Check out our Facebook page here [link to FB page] to share our posts, and to help us reach our goal by sharing your story!

Thank you again for your continued support of [ORGANIZATION NAME] !

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Email #5: Last Day Email

**Subject: It's the final day to help [CAMPAIGN NAME]!**

Hi [First\_Name],

It's the final day of our [CAMPAIGN NAME] campaign for [ORGANIZATION NAME] . In \_\_days we have raised [\$ amount raised] - and now we're only [\$ amount left to goal] until we reach our goal!

We are so thankful for the support of our community - but the giving isn't over yet! Help us reach our goal of \$\_\_\_ by visiting [CAMPAIGN LINK] and making a contribution. Your support means the world, not only to us, but to [THOSE WHO WILL BE IMPACTED BY CAMPAIGN]!

Share our campaign with your friends and family on social media one more time! Check out our Facebook page here [link to FB page] to share our posts, and to help us reach our goal by sharing your own story !

Thank you again for your continued support of [ORGANIZATION NAME]!

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Email #6: Post Campaign Thank You Email

**Subject: Thank You For Your Support!!**

Hi [First\_Name], We did it! With your incredible support and the support of our community, we were able to reach/surpass our goal for [CAMPAIGN NAME]. With your help [EXAMPLES OF WHAT YOUR CAMPAIGN WAS ABLE TO ACHIEVE]. We cannot thank you enough.

[Thank you photo]

Thank you again for all you've done to support [ORGANIZATION NAME]!