

Email Templates for P2P Team Captains

Use these email templates during a fundraising event to encourage your team captains to motivate other members of their team to be successful!

To message all of your team captains, head to the “**Manage**” tab of your campaign or event, click the “**Fundraising Champions**” tab, and scroll down to the “**Fundraising Teams**” section. From there, you’ll want to click the button on the right hand side that is labeled, “**Message All Team Captains.**” Once you’ve done that, find the template below that works best for you, or you can make your own!

After they sign up and create their team:

Subject: Thank you for leading an [Event Name] team!

Hi [First_Name],

Thank you so much for signing up [Team Name] to participate in [Event Name]! As a team captain one of your most important roles is to keep your team on track for success. The first way to do that is to encourage them to register early so you can get an edge on the FUNdraising competition :)

Copy and paste the message below and send it to your team members for a friendly reminder to sign up and get started!

Name,

Get excited team! I couldn’t wait another minute and had to sign up for [Event Name] before it was too late. Our team is named [Team Name] and I’m counting on you to join me in [mission of event].

[Link to team page] → Sign up today and get a head start on making a difference

One month before the event:

Subject: Get Creative - with these out of the box fundraising tips!

Hi [First_Name],

[Event Name] is fast approaching! You're off to a great start - but we know fundraising isn't always easy. Check out these creative ideas that you and your team can use to reach your goal. Every dollar raised makes a difference towards [mission of event].

- **Host a Team Tag Sale:** Do you and your team members have an attic full of items collecting dust? Send out a call for gently used items that your teammates and friends may be willing to donate. Pool all of your donations together to host a tag sale, where all of the proceeds go right back to the event!
- **Brown Bag Lunch Day:** Ask your co-workers to bring in a bagged lunch on a specific day instead of purchasing lunch, and donate the saved funds to your team!
- **Change Your Voicemail:** In the weeks leading up to the event, change out the outgoing message on your voicemail to let your friends know you'll be participating in this upcoming event and would love their support.

Keep up the great work!

Two weeks before the event:

Subject: Two Weeks To Go - Share Your Stories!

Hi [First_Name],

Can you believe it? [Event Name] is just two weeks away! Time to start getting the word out and sharing your story with your friends & family on social media.

Copy and paste the message below and send it to your team members to help them stay motivated and reach their goals for [Event Name]! Every dollar raised has a direct impact on [mission of event].

Name,

Thank you so much again for joining [Team Name] in an effort to [mission of event]. Our team has a pretty big goal of [Team Goal Amount] to reach (or better, EXCEED!) so that we can celebrate our success at this year's [Event Name]. That's we we need all hands on deck so we can come together and make a real difference!

This means YOU! Your support and commitment are critical to our team's success. We need your help, and here are some ways you can do just that!

- **Tell Your Story:** Inspire your friends, family, and social network to support you with a donation by explaining your connection to the cause. How has [Cause] affected your life? What motivated you to participate in [Event Name]?
- **Share Your Story:** Once you've crafted your story make sure to include it in your personal fundraising page, social media posts, and personal emails as you strive to gain support for [Event Name]!

With two weeks left to reach our goal - every bit helps as we strive to make a difference!
Good Luck!

The week before the event:

Subject: Send this email to your team members today!

Hi [First_Name],

I know reaching your team's fundraising goal can seem overwhelming with the event just one week away. To put your mind at ease, here's an email you can send your team members right now to make sure they are on the path to success in helping us make a difference [Event Cause].

Name,

I'm checking in to make sure you have all the tools needed to reach your personal fundraising goal. Together as a team we're aiming to raise [Team Fundraising Goal] and we cannot get there without your help! With only one week left until the event there are still a few things we can do to help ensure we reach our fundraising goal - check them out!

- **Make a Seed Donation:** A personal donation can illustrate your commitment and encourages others to join you in supporting the cause!
- **Update Your Personal Fundraising Page:** In your fundraising toolkit on GiveGab you can customize your personal story, update your goal, and add a photo of yourself so your supporters know they're supporting YOU!
- **Double Your Impact:** Reach out to your employer, or have your donors check with their employer, to see if their gift qualifies for any matching funds!

If you have any questions don't hesitate to ask! I'm here to help make sure our team members make a difference in [Event Cause].

Thanks for your help,
[Team Captain Name]

The day before the event:

Subject: Last Day To Make A Difference!

Hi [First_Name],

[Event Name] is tomorrow! No matter how close or far you are from your team fundraising goal, make sure to use today as a chance to get your team members and all of your supporters excited for the big day!

Today is your last chance to:

- **Share Your Fundraising Page:** Lots of people wait until the last minute to donate - make sure they know their time is running out by sharing your fundraising page one last time so they can help your team make a difference.
- **Reach Out To Your Team Members:** Make sure they have reached their goals in time for [Event Name] and encourage them to join you in sharing out their pages for last minute support.

Tomorrow is going to be an incredible day for [Organization Name], thanks to you and your fundraising team. Good luck in your final hours of fundraising, and we can't wait to see you at [Event Name]!

After the event:

Subject: A Big Thank You to Team _____!

Hi [First_Name],

Thank you so much for leading [Team Name] in raising [Team Fundraising Total] for [Organization Name]. We are so grateful for all of your efforts in making this a successful event for [Event Cause].

Thanks to the help of you and your team, together we raised over [Total Raised for Event]! We could not have done it without you.

Thanks again, and we hope you'll join us next year in making a difference!
