

# Event Email Templates

Utilize these templates when marketing your event 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 event!

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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 - [EVENT NAME]. We're launching this event with a goal of \$\_\_\_ which will allow us to [IMPACT THE EVENT WILL HAVE ON YOUR ORGANIZATION] !

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

Get ready to give! On [EVENT LIVE DATE], we'll officially begin fundraising for [EVENT NAME]! Visit [EVENT LINK] to register or show your support with a donation. We will be fundraising for this event through [EVENT 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: [EVENT NAME] has Officially Launched!**

Hi [First\_Name],

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

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

We need your help! Please attend our event and help us reach our goal of \$\_\_\_ by [EVENT END DATE]! [REGISTER/BUY TICKETS/APPROPRIATE CALL TO ACTION] by going to [EVENT LINK] and clicking the "Register" button! If you're unable to attend, consider making a donation at [EVENT LINK].

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 [EVENT MPACT].

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 [EVENT NAME] goal!**

Hi [First\_name],

In only [NUMBER OF DAYS SINCE EVENT LAUNCH] you helped us raise [AMOUNT/PERCENT OF GOAL RAISED] towards [EVENT 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 [EVENT LINK] and registering to attend or making a contribution today!

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

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Email #3: Final Boost/Last Week Email

**Subject: Only 1 Week Left to support the [EVENT 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 [EVENT END DATE]!

Here's how you can help:

Haven't registered yet? Visit [EVENT LINK] and click the "Register" button!

Not able to attend? Visit [EVENT LINK] to show your support for [ORGANIZATION NAME] by making a donation.

Already made a contribution? We are so grateful for your support and we hope you can help us by sharing our event 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 [EVENT NAME]!**

Hi [First\_Name],

It's the final day to register for our [EVENT NAME] 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 [EVENT LINK] and making a contribution. Your support means the world, not only to us, but to [THOSE WHO WILL BE IMPACTED BY EVENT]!

Share our event 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 Event 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 [EVENT NAME]. With your help [EXAMPLES OF WHAT YOUR EVENT WAS ABLE TO ACHIEVE]. We cannot thank you enough.

[Thank you photo]

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