

# Match/Challenge Motivation Email Templates

Utilize these templates when marketing your current or potential match and challenge opportunities 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 or event!

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Email #1: Introduction Email (Matches)

**Subject: [ORGANIZATION NAME] is Introducing Our New Matching Opportunity!**

Hi [First\_Name],

We are happy and excited to announce our newest opportunity to increase the value of your donation - [SPONSOR'S NAME] match. With this match, every dollar you donate will be met with another [DOLLAR AMOUNT] from our sponsor up to [MATCH LIMIT]!

We need your help! Please join us in spreading the word about this matching opportunity! We want to get everything we can out of the match, and we need your help in doing so!

So get ready to give! On [MATCH START DATE OR TIME], the match will officially go live for [CAMPAIGN/EVENT NAME]! Be warned though, as this match will no longer be in effect starting [MATCH END DATE/TIME] (optional if the match doesn't end before the end of the campaign/event). 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 #1: Introduction Email (Challenges)

**Subject: [ORGANIZATION NAME] is Introducing Our New Challenge Opportunity!**

Hi [First\_Name],

We are happy and excited to announce our newest opportunity to increase the value of your donation - [SPONSOR'S NAME] challenge. With this challenge, after [CHALLENGE GOAL] has been met, the sponsor will donate an additional [CHALLENGE REWARD] to our [CAMPAIGN/EVENT]!

We need your help! Please join us in spreading the word about this challenge! We want to get everything we can out of the challenge, and we need your help in doing so!

So get ready to give! On [CHALLENGE START DATE OR TIME], the challenge will officially go live for [CAMPAIGN/EVENT NAME]! Be warned though, as this opportunity will no longer be in effect starting [CHALLENGE END DATE/TIME] (optional if the challenge doesn't end before the end of the campaign/event). 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 (Matches)

**Subject: [SPONSOR'S NAME] Match has Officially Launched!**

Hi [First\_Name],

This is it! [SPONSOR'S NAME]'s match to support [CAMPAIGN/EVENT NAME] has officially launched! With this match, every dollar you donate will be met with another [DOLLAR AMOUNT] from our sponsor up to [MATCH LIMIT]! Show your support and donate today! Visit this link to get started [CAMPAIGN/EVENT LINK].

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

Any donations you make will have a greatly increased impact, so give today!

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 (Challenges)

**Subject: [SPONSOR'S NAME] Challenge has Officially Launched!**

Hi [First\_Name],

This is it! [SPONSOR'S NAME]'s challenge to support [CAMPAIGN/EVENT NAME] has officially launched, and we need your help! This challenge requires us to raise [CHALLENGE GOAL] by [CHALLENGE OR EVENT END DATE] to unlock [CHALLENGE AMOUNT].

Let's beat this challenge, and give today! Visit this link to get started [CAMPAIGN/EVENT LINK] - and don't forget to share this challenge out with your family and friends!

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

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 [MATCH NAME] pool!**

Hi [First\_name],

Thanks to your efforts, we've made it through [PERCENTAGE OF THE MATCH DEPLETED] of the match!

[Photo of thank you]

We are so grateful for the incredible support of our community, and hope you will consider helping us raise even more funds! With the remaining [AMOUNT LEFT OF THE MATCH] we have left to go, you can still have a chance of making your donation worth even more!

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

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

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

Hi [First\_name],

Thanks to your efforts, we've made it through [PERCENTAGE OF THE CHALLENGE DEPLETED] of the challenge! We are so close to meeting our goal of [CHALLENGE GOAL].

[Photo of thank you]

We are so grateful for the incredible support of our community, and hope you will consider helping us raise even more funds! We know that the remaining [AMOUNT LEFT OF THE CHALLENGE] we have left to go will be met quickly, since we have such dedicated supporters - like you!

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

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Email #4: Last Hour/Day Email (Matches)

**Subject: It's the final [HOUR or DAY] to have your donation matched by [SPONSOR NAME]!**

Hi [First\_Name],

It's the final [DAY or HOUR] to have your donation matched by [SPONSOR NAME]. In just [TIMESPAN OF THE MATCH], we have had [AMOUNT OF \$ RAISED FROM MATCHES] - and now, we have just [AMOUNT LEFT OF THE MATCH] remaining, which means your donation can still be matched!

We are so thankful for the support of our community - but it's not over yet! Share our page and the matching opportunity with your friends and family on social media once more [LINK TO CAMPAIGN PAGE]! We've got to get everyone involved so we can meet this match, and we can't do it without you!

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

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Email #4: Last Hour/Day Email (Challenges)

**Subject: It's the final [HOUR or DAY] to contribute to the challenge!**

Hi [First\_Name],

It's the final [DAY or HOUR] to contribute to [SPONSOR NAME]'s challenge. In just [TIMESPAN OF THE CHALLENGE], we have raised [COMPLETED AMOUNT OF THE CHALLENGE] - and now, we have just [AMOUNT LEFT OF THE CHALLENGE], which means your donation can still contribute to the challenge!

We are so thankful for the support of our community - but it's not over yet! Share our page and the challenge with your friends and family on social media once more [LINK TO CAMPAIGN PAGE]! We've got to get everyone involved so we can complete this challenge, and we can't do it without you!

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

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Email #5: Post Campaign Thank You Email (Matches)

**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 raise all of the available funds of the match! With your help, and the help of the funds raised from [SPONSOR NAME]'s match, [EXAMPLES OF WHAT YOU CAN DO WITH THE FUNDS]. We cannot thank you enough.

[Thank you photo]

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

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Email #5: Post Campaign Thank You Email (Challenges)

**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 rise to the challenge! With your help, and the help of the funds raised from [SPONSOR NAME]'s challenge, [EXAMPLES OF WHAT YOU CAN DO WITH THE FUNDS]. We cannot thank you enough.

[Thank you photo]

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