

EMAIL TEMPLATES FOR FUNDRAISING

Email is still a great way to connect with people and inspire them to join your cause. Take a look at these customizable email templates and use them as guidelines for reaching out.

EMAIL #1 — YOUR FIRST ASK

SUBJECT LINE Can I count on your help?

Dear [NAME],

How are you? [ADD A PERSONAL NOTE]. I'm excited to let you know that I'm running for Team Fulfillment Fund in the LA Big 5K on March 19 at Dodger Stadium! I'm running because...[ADD YOUR STORY].

It would mean so much to me if you would sponsor my run. The money I'm raising will go to a great cause. Fulfillment Fund has been around for over 44 years, empowering young people in our local communities. Their mission is to make college a reality for first-generation and lower-income students by providing programs like one-on-one college counseling, peer mentoring, financial aid support, and so much more.

My fundraising goal is [NUMBER]. Every dollar counts and no amount is too small — [ADD AN IMPACT NUMBER FROM OUR TALKING POINTS ONE SHEET].

You can make a secure online donation to my Salsa fundraising page at [URL].

Thank you so much for your support!

Sincerely,

EMAIL #2 — FOLLOWING UP

SUBJECT LINE Following up about my LA Big 5K run

Dear [NAME],

I'm following up to see if you would be able to sponsor my LA Big 5K run on behalf of the Fulfillment Fund, an education nonprofit in Los Angeles that helps empower first-generation and lower-income students to graduate from high school, get into college, and earn a degree.

I only need [NUMBER] more to reach my goal! Would you be willing to make a donation of [NUMBER] to help me reach it? You can make a donation to my fundraising page at [URL].

Thank you so much for your support! Your donation will help local students achieve their dreams.

Sincerely,
[YOUR NAME]

EMAIL #3 — THE HOME STRETCH

SUBJECT LINE Only a few more days!

Dear [NAME],

It's hard to believe it, but there are only [NUMBER] more days until I run with Team Fulfillment Fund in the LA Big 5K at Dodger Stadium! I was wondering if you would be willing to donate a one-time gift in support of my goal as I approach the race day.

Fulfillment Fund's work is important to me because...[ADD YOUR REASON]. It would really help if you could consider giving [NUMBER] today to help me reach my goal. The process is simple and only takes a few minutes. You can click here to get started: [URL]

[INCLUDE A PERSONAL SIGN-OFF ABOUT HOW GRATEFUL YOU ARE FOR THEIR SUPPORT]

Sincerely,
[YOUR NAME]

EMAIL #4 — THANK YOU!

SUBJECT LINE Thank you so much!

Dear [NAME],

Thank you so much for your donation to my Team Fulfillment Fund fundraising page! With your help I'm [STATUS OF YOUR GOAL]. Your donation will directly support first-generation and lower-income students as they work to achieve their college dreams.

I truly appreciate your support. Thanks to you, [I've reached my goal / I'm that much closer to reaching my goal]!

Sincerely,
[YOUR NAME]