



Building Better Futures

EMAIL TEMPLATES

When you're ready to launch your online fundraiser

The purpose of this announcement is to let your online network (social media friends, family, peers, colleagues, neighbors, etc.) know that you've signed on to raise funds for Habitat LA. Let them know why this cause is near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

SUBJECT LINE:

Help me make a difference with Habitat LA!

BODY:

Hi [<personalize by sending each email individually>](#) !

I hope this finds you well. I've got great news! I've signed on to become a supporter of Habitat LA and could really use your help. I'm committed to raising [<your P2P fundraising goal>](#) to help provide local families with safe, decent and affordable housing opportunities. With support from donors such as yourself, we can support Habitat LA's life-changing work of building homes, communities and hope.

Every donation, large or small, makes a difference and moves Habitat LA and me closer to our fundraising goal. Are you ready to make a lasting impact? Please visit my fundraising page at [<your P2P page URL>](#) and make a donation today!

Can't donate? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

SEND WHEN YOU'RE HALFWAY TO YOUR GOAL

Send when you're halfway to meeting your fundraising goal. The purpose of this announcement is to share that you're halfway to meeting your fundraising goal, but still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.

SUBJECT LINE:

We're halfway there—\$ [<amount left of your fundraising goal>](#) more to go!



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BODY:

Hi [<personalize by sending each email individually>](#),

I've got great news—I'm halfway to reaching my personal fundraising goal of \$ [<your P2P fundraising goal>](#) raised for Habitat LA! Pretty awesome, right? All the money raised will help provide local families with a safe, decent and affordable place to live. Will you help me move the progress bar forward with a donation? Visit [<your P2P page URL>](#) today! If Habitat LA's mission is near and dear to your heart like it is mine, consider sharing my giving page! It's a great way to leverage your awesome social media networks for a good cause.

SEND TOWARDS THE END OF YOUR CAMPAIGN

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline, so your network knows they only have a little time left to help you reach your goal.

SUBJECT LINE:

I'm close to my goal—will you help me reach it?

BODY:

I'm almost at my goal [<personalize by sending each email individually>](#)!

Believe it or not, I've raised [<total amount raised so far>](#) for Habitat LA to help build better futures for local Long Beach families and I'm only \$ [<amount left of your fundraising goal>](#) away from reaching my fundraising goal. If you haven't donated yet, please consider donating now!

If you've already donated, consider one more gift: share this link [<your P2P page URL>](#) with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in. You can even copy my email if that makes it easier! Let's do it!

SEND WHEN YOU REACH YOUR FUNDRAISING GOAL

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goal. The tone should be congratulatory and should thank your network for their donations and/or shares. This is also a great way to highlight the impact of their support.



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SUBJECT LINE:

YOU helped us reach our goal! We did it!

BODY:

Thank you! *<Personalize by sending each email individually>*, with your help and support, I raised \$ *<total amount you raised>*! I can't thank you enough. Because Habitat LA raised \$ *<total amount nonprofit raised>*, they will now be able to provide local families with a safe, decent, and affordable place to live —that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like Habitat LA reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together.

SEND ONE WEEK AFTER YOUR CAMPAIGN CLOSSES

The purpose is to thank everyone who helped support you in reaching your fundraising goal with a personal message.

PRO TIP: A handwritten note makes your P2P supporter extra special and helps your nonprofit by increasing the likelihood they will support you again in the future!

LETTER:

Dear *<Supporter Name>*,

We did it! Thanks to your support, I met my fundraising goal of \$*<total amount raised>* for Habitat LA. They're now one step closer to achieving their vision of a world where everyone has a decent place to live by providing local families with safe, decent and affordable housing. How great is that?

It felt so good to have my friends and family join me in raising money for such a wonderful cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future. Until then, thank you!