



SCHEDULE OF EMAILS

EMAIL #1: Send the morning after the event

EMAIL #2: Send the morning after the event fundraising portal/page has closed

EMAIL #3: Send as soon as you've received your event photos and videos

www.philanthropyunited.com



EMAIL 1/3 OF DONOR THANK YOU EMAIL SEQUENCE

Dear (DONOR NAME),

Thank you so much for supporting (INSERT NAME OF EVENT) with me at the (INSERT LOCATION).

Before our event fundraising closes, we want to give one more opportunity for you to help us reach our goal of (INSERT AMOUNT HERE).

Every little bit counts to help us achieve (INSERT CAUSE/MISSION STATEMENT/REASON FOR FUNDRAISER HERE).

I am blown away by all of the support we have received. I know together we can hit our fundraising goal of (INSERT GOAL AMOUNT HERE).

(ADD LINK TO DONATION PAGE HERE)

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)



EMAIL 2/3 OF DONOR THANK YOU EMAIL SEQUENCE

Dear (DONOR NAME),

I cannot thank you enough for spending your (INSERT DAY) with me at the (INSERT NAME OF EVENT).

Because of generous donors like you, we hit our fundraising goal of (INSERT AMOUNT RAISED)! These funds will go directly to (IMPACT STATEMENT GOES HERE).

To our sponsors, (LIST YOUR SPONSORS + HYPERLINKS TO THEIR WEBSITES) we couldn't have done this without you.

To our volunteers, auction and raffle donors, THANK YOU for donating your time, talent and goods to further our mission.

Lastly, to everyone who supported in person, and online, thank you. Because of you, (IMPACT STATEMENT GOES HERE).

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)



EMAIL 3/3 OF DONOR THANK YOU EMAIL
SEQUENCE

Dear (DONOR NAME),

WOW! It is amazing what you can accomplish when you come together as a community!

Together we raised (INSERT AMOUNT) which will go directly to (INSERT CAUSE).

Here is a link to the full photo album from (INSERT EVENT NAME) and don't miss the incredible recap video (INSERT LINK HERE).

(OPTIONAL: INVITE TO NEXT LARGE EVENT + PROMO ON TICKETS)

Thank you again, and I look forward to seeing you soon!

With gratitude and love,
(EXEC. DIRECTOR, FOUNDER, CEO SIGNATURE)