



Plug-and-Play Email Templates | Fundraiser Launch Kit

The sooner you start sharing your fundraiser, the faster you'll build support. These email templates are designed to help you do just that—no writing, overthinking, or second-guessing required. Copy and paste, personalize as needed, and send to your list.

Email #1 – Launch Announcement

Subject Line Options:

- We're live! Come check out our new fundraiser
- Big news: we're raising funds for [your mission]

Body:

Hi [First Name],

We just launched a brand new fundraiser to support [brief description of what you're raising for]. If you believe in [mission or outcome], we'd be incredibly grateful for your support.

👉 [Insert link to your fundraiser]

Even a small donation makes a difference—and if you can't give right now, sharing our page would mean the world.

Thanks for being part of our journey!
[Your Name / Organization Name]

Email #2 – Mid-Campaign Update / Momentum Builder

Subject Line Options:

- Look what we've already raised!
- Halfway there—help us keep it going!

Body:

Hi [First Name],

We're blown away by the support we've received so far—thank you! We're [X]% of the way to our goal, and we're not done yet.

There's still time to donate or help spread the word. Every share and every dollar helps move us closer to [your goal].

👉 [Insert link to your fundraiser]

Thank you again for being in our corner.
[Your Name / Org Name]

Email #3 – Last Chance / Final Push

Subject Line Options:

- Last chance to support our fundraiser!
- Just a few hours left—can you help us cross the finish line?

Body:

Hi [First Name],

Our fundraiser is wrapping up, and we're making one last push to hit our goal. If you've been thinking about donating—or just forgot—now's the time!

👉 [Insert link to your fundraiser]

Thanks again for helping us make this campaign a success. We couldn't do it without you.

Gratefully,
[Your Name / Org Name]

💡 Bonus Tips

Even with strong templates, a few smart tweaks can go a long way. Here are some quick tips to help your emails hit harder and convert better:

- **Start With a Real Subject Line**
Write like a human, not a marketer. Short, direct subject lines tend to outperform clever ones, especially when they sound like something a friend would send.
- **Make It Personal**
Always include the recipient's name if possible, and write in a tone that reflects your real voice or the spirit of your organization. Authenticity beats polish.

- **One Clear Ask Per Email**

Don't crowd your message with multiple links or actions. Each email should focus on a single, clear next step: donate, share, or follow along.

- **Send More Than Once**

People are busy. A reminder email isn't pushy—it's helpful. Use the sequence above to nudge support throughout your campaign.