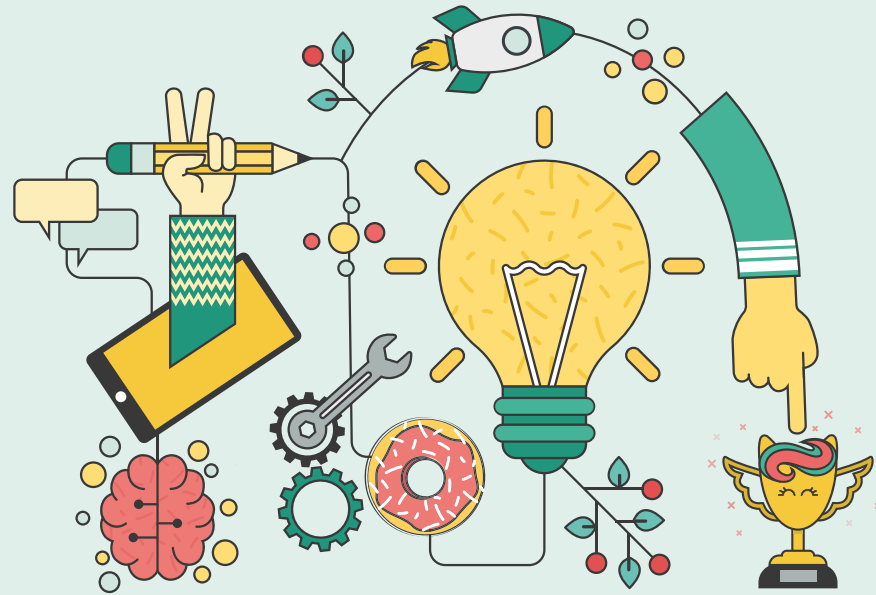


TOOL INSPIRED BY



The Project **FACTORY**

STEP 3. BUILD A BRAND IDENTITY AND START PROMOTING

Promotional email templates

Promotional emails addressing targeted individuals at key moments

Whether you're a school leader, project leader or team member, this tool will give you email templates to:

Announce an upcoming fundraising event

Announce the launch of a fundraising event

Follow up during the fundraiser

Get creative and adapt them to your project.



A few tips

- It's important to ensure supporters feel like you're speaking to them personally.
- Choose a catchy email title that will get their attention and include a call to action.
- It's always a good idea to personalize the email by addressing the recipient by their first name and, where appropriate, adding a brief introductory note for each person. A short sentence at the beginning can do the job! The main thing is to ensure your recipient doesn't feel like they're receiving a generic form letter.

Announcement of upcoming fundraiser

Template for school leaders/mentors



Target audience

Teachers and professionals from the school and/or parents

(existing school email list)

EMAIL SUBJECT:

New! Support our upcoming fundraiser to **SPECIFY THE PROJECT**

Dear **NAME(S)**,

We are writing to inform you that our students/youth/athletes/members **SPECIFY WHO THE FUNDRAISER IS FOR** are currently planning a fundraiser in support of **SPECIFY THE PROJECT**. We are hoping to raise \$ **GOAL** between **LAUNCH DATE** and **END DATE**.

The fundraiser will be hosted on the crowdfunding platform The Project Factory, an exclusive new tool designed for schools to facilitate online fundraising simply and securely. You can make a contribution by credit card.

We're really looking forward to launching this fundraiser. You'll receive an email on launch day inviting you to support the project by purchasing **PERKS** we'll have available or by making a contribution. Once the link to the fundraiser goes live, we'll be counting on you to share it on your social media and invite your friends and family to give generously.

If you have any questions, please feel free to respond directly to this email or call **INSERT CONTACT PERSON'S NAME AND NUMBER**.

Thank you in advance for your support! We look forward to seeing you soon.

YOUR NAME

Example

EMAIL SUBJECT:

New! Support our upcoming fundraiser for our year-end trip to Toronto!

Dear parents and guardians of Class 601,

We're writing to inform you that our students are currently planning a fundraiser in support of their year-end trip to Toronto next April. We are hoping to raise \$10,000 between October 15 and December 5.

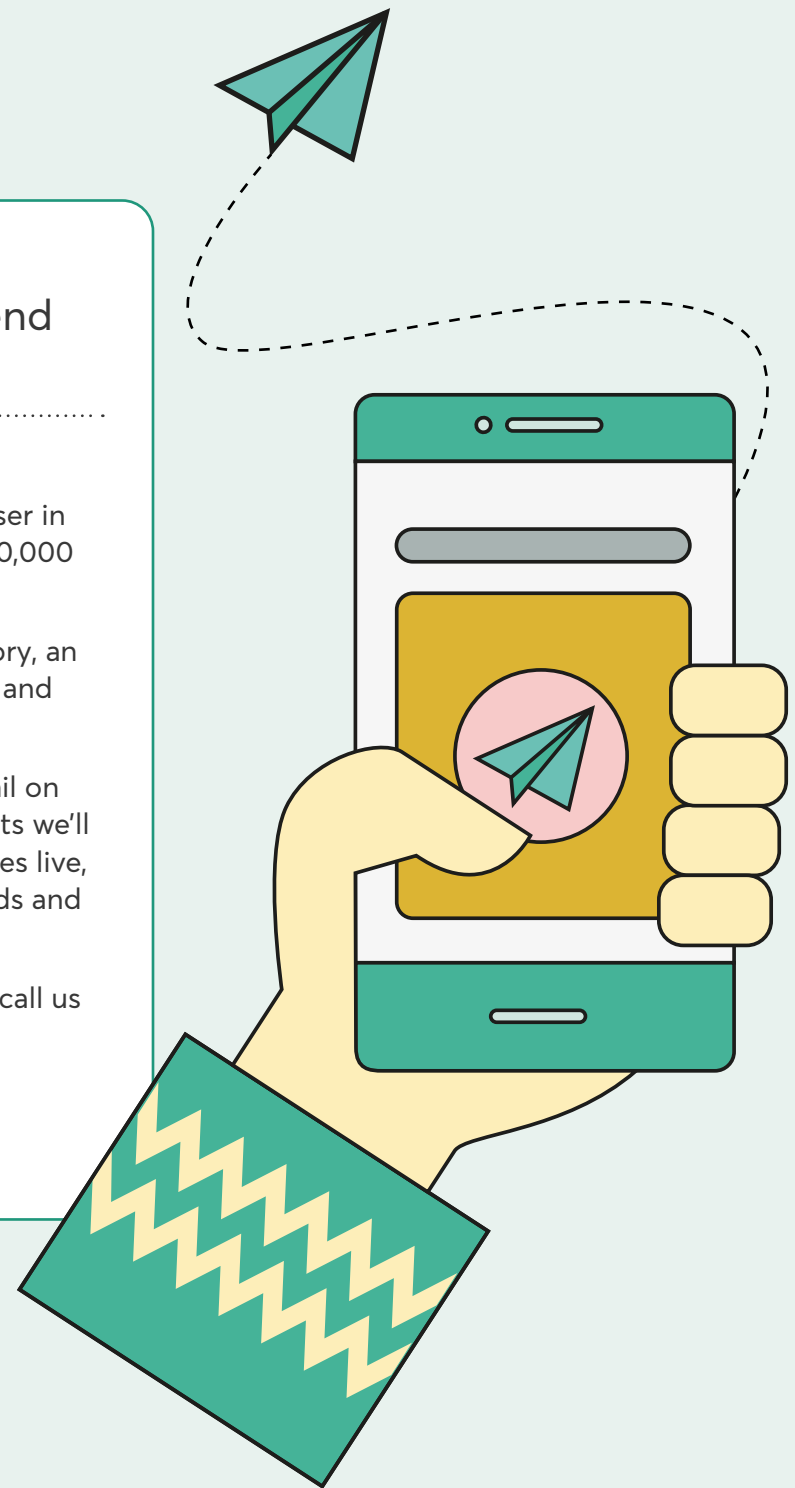
The fundraiser will be hosted on the crowdfunding platform The Project Factory, an exclusive new tool designed for schools to facilitate online fundraising simply and securely. You can make a contribution by credit card.

We're really looking forward to launching this fundraiser. You'll receive an email on launch day inviting you to support the project by purchasing some of the treats we'll have available or by making a contribution. Once the link to the fundraiser goes live, we'll be counting on you to share it on your social media and invite your friends and family to give generously.

If you have any questions, please feel free to respond directly to this email or call us at 819-343-1234.

Thank you in advance for your support! We look forward to seeing you soon.

- Ms. Nathalie and the students of Class 601



Announcement of upcoming fundraiser

Template for team leaders/members to send to their family and friends



Target audience

Family and friends
of team members

EMAIL SUBJECT:

New! Support my upcoming fundraiser to **SPECIFY THE PROJECT**

.....

Dear **NAME**,

I hope you're doing well. I'm writing to tell you about a project that's really close to my heart!

In a few days, I'll be launching a fundraiser to support my project **WRITE A FEW WORDS ABOUT YOUR PROJECT**.

SPECIFY WHETHER THIS IS A GROUP OR INDIVIDUAL GOAL I'm hoping to raise \$ **GOAL** between **LAUNCH DATE** and **END DATE**.

My fundraiser will be hosted on the crowdfunding platform [The Project Factory](#), an exclusive new tool designed for schools to facilitate online fundraising simply and securely. You can make a contribution by credit card.

I'm really looking forward to launching this fundraiser. You'll receive an email on launch day inviting you to support the project by purchasing the **PERKS** we'll have available or by making a contribution. Once the link to the fundraiser goes live, we'll be counting on you to share it on your social media and invite your friends and family to give generously.

Thanks in advance! With your support, I'll be able to **WRITE A FEW WORDS ABOUT THE PROJECT**.

Until next time,

YOUR NAME

Example

EMAIL SUBJECT:

New! Support my upcoming fundraiser for my trip to Toronto

Dear Mary,

I hope you're doing well. I'm writing to tell you about a project that's really close to my heart!

In a few days, I'll be launching a fundraiser to support my year-end trip to Toronto with my class.

My class is hoping to raise \$10,000 between October 15 and December 5.

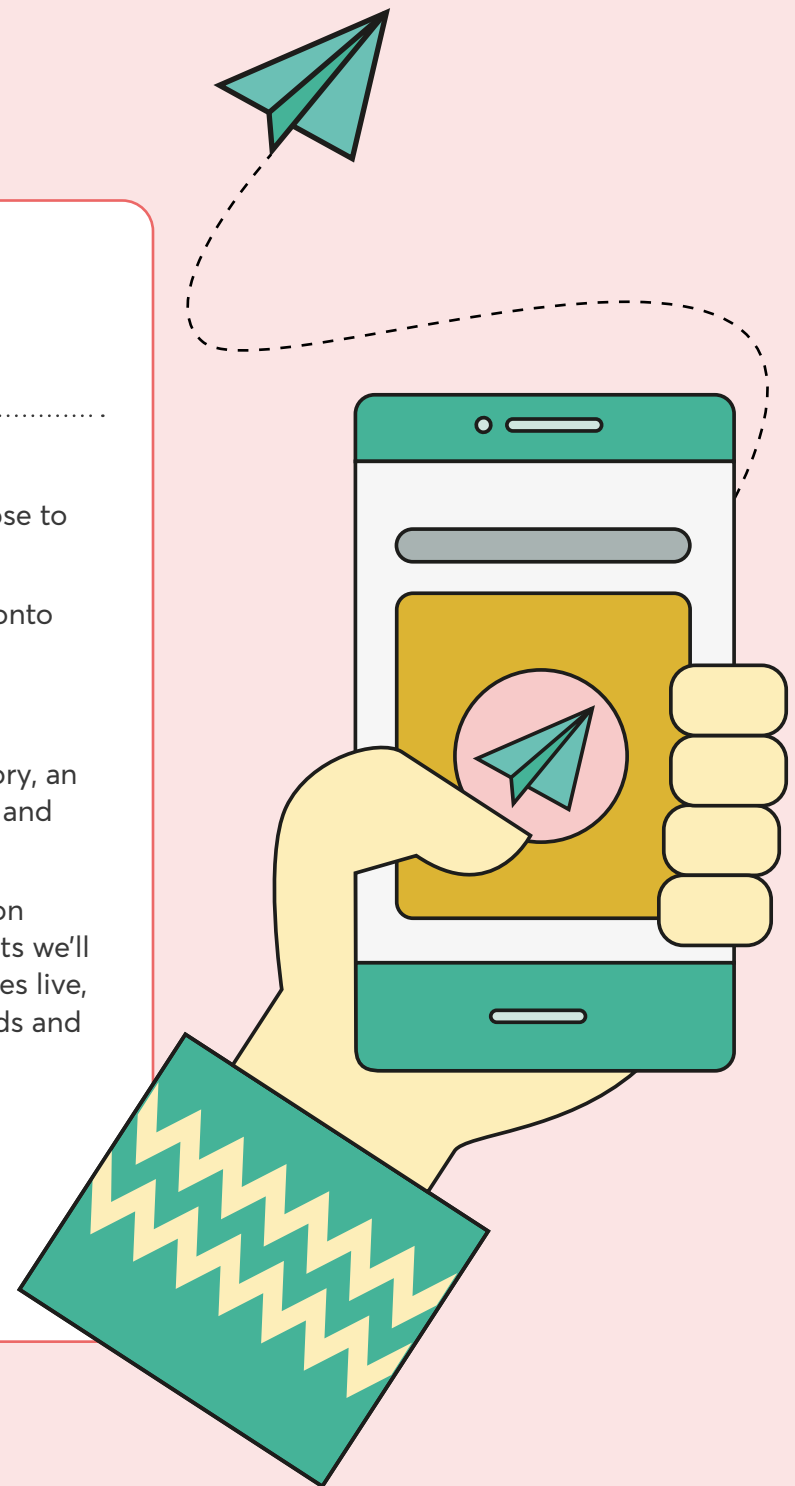
The fundraiser will be hosted on the crowdfunding platform The Project Factory, an exclusive new tool designed for schools to facilitate online fundraising simply and securely. You can make a contribution by credit card.

I'm really looking forward to launching this fundraiser. You'll receive an email on launch day inviting you to support the project by purchasing some of the treats we'll have available or by making a contribution. Once the link to the fundraiser goes live, we'll be counting on you to share it on your social media and invite your friends and family to give generously.

Thank you very much! With your support, I'll be able to travel to Toronto with my friends! 😊

Until next time,

Alix



Launch-of-fundraiser announcement

Template for school leaders/mentors



Target audience

Teachers and professionals from the school and/or parents

(existing school email list)

EMAIL SUBJECT:

Launch of **NAME OF FUNDRAISER** fundraiser

Dear **NAME(S)**,

The big day has arrived! Our fundraiser is now live on The Project Factory, and we're really excited to get the ball rolling!

As promised, here's the link to our fundraiser page: **INSERT HYPERLINK**. We're hoping to raise \$ **GOAL** by **END DATE** to **INSERT PROJECT**. On our page, you'll find a variety of perks you can purchase to support us.

Please feel free to share our fundraiser across your social media!

If you have any questions about the project or fundraiser, please contact **INSERT CONTACT PERSON'S NAME, EMAIL AND NUMBER**.

Until next time,

YOUR NAME

Example

EMAIL SUBJECT:

Launch of Trip to Toronto fundraiser

Dear parents and guardians of Class 601,

The big day has arrived! Our fundraiser is now live on The Project Factory, and we're really excited to get the ball rolling!

As promised, here's the link to our fundraiser page:

www.theprojectfactory.ca/toronto601. We're hoping to raise \$10,000 by May 23 to support our trip to Toronto.

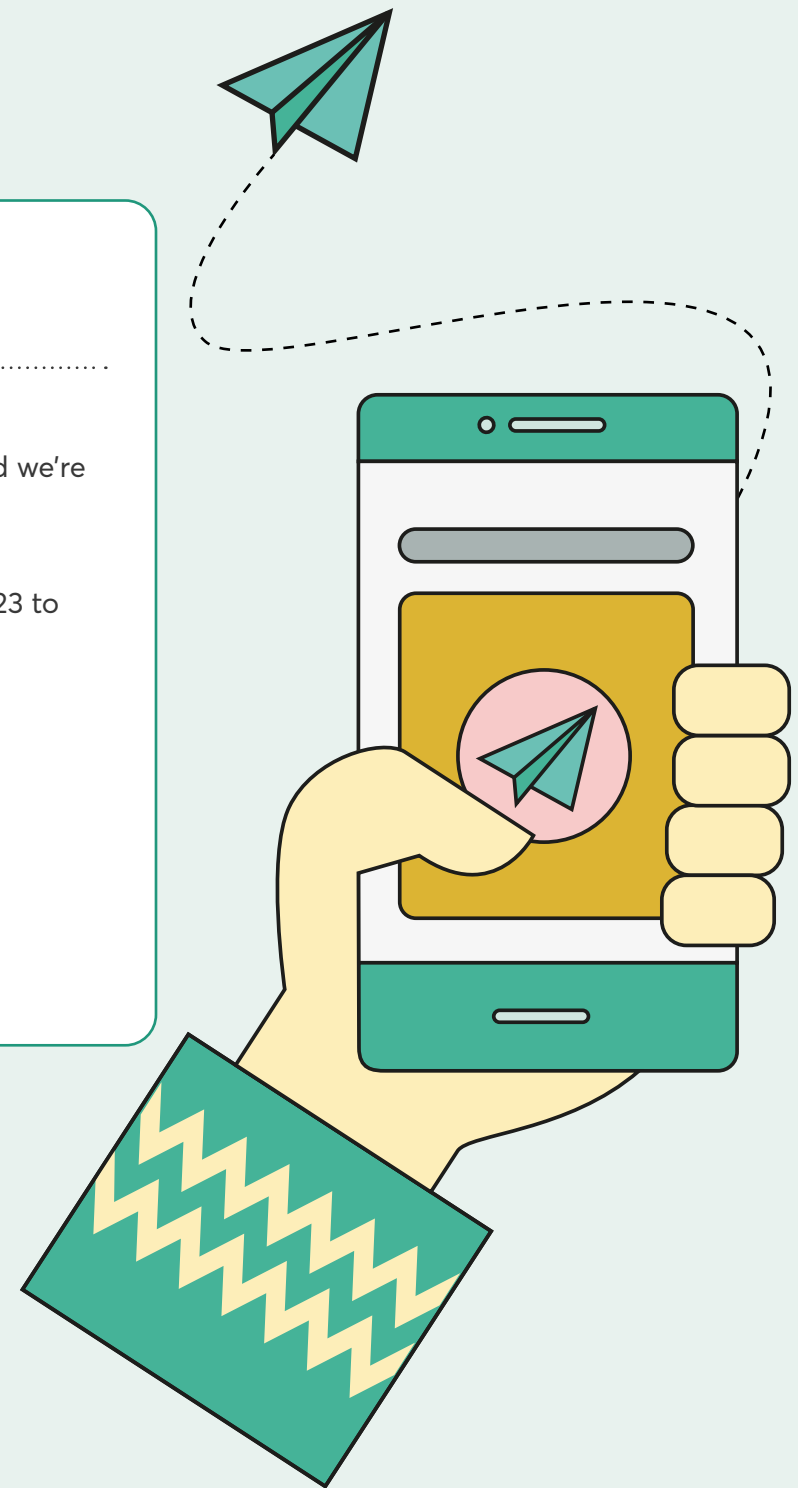
On our page, you'll find a variety of perks you can purchase to support us.

Please feel free to share our fundraiser across your social media!

If you have any questions about the project or fundraiser, please contact Jasmin Tremblay at jasmin.tremblay@csgm.com or 514-232-1234.

Thank you for your support! We look forward to seeing you soon.

- Ms. Nathalie and the students of Class 601



Launch-of-fundraiser announcement

Template for team leaders/members to send to their family and friends



Target audience

Family and friends
of team members

EMAIL SUBJECT:

It's here! You can now contribute to my **NAME OF FUNDRAISER** fundraiser

.....

Dear **NAME**,

The big day has arrived! My fundraiser is now live on The Project Factory and I'm really excited to share it with you today.

As promised, here's the link to my fundraiser page: **INSERT HYPERLINK**. You'll find a variety of perks there you can purchase to support me.

SPECIFY WHETHER THIS IS A GROUP OR INDIVIDUAL GOAL I'm hoping to raise \$ **GOAL** to fund **SPECIFY THE PROJECT**. My fundraiser will end on **END DATE**. I think you might particularly enjoy the **PERKS**.

Please feel free to share my fundraiser across your social media!

Thank you for your support. I hope to see you soon!

YOUR NAME

Example

EMAIL SUBJECT:

It's here! You can now contribute to my Trip to Toronto fundraiser

Dear Grandma,

The big day has arrived! My fundraiser is now live on The Project Factory and I'm really excited to share it with you today. As you know, this trip is really important to me and my classmates.

As promised, here is the link to the fundraiser page:
www.theprojectfactory.ca/toronto601

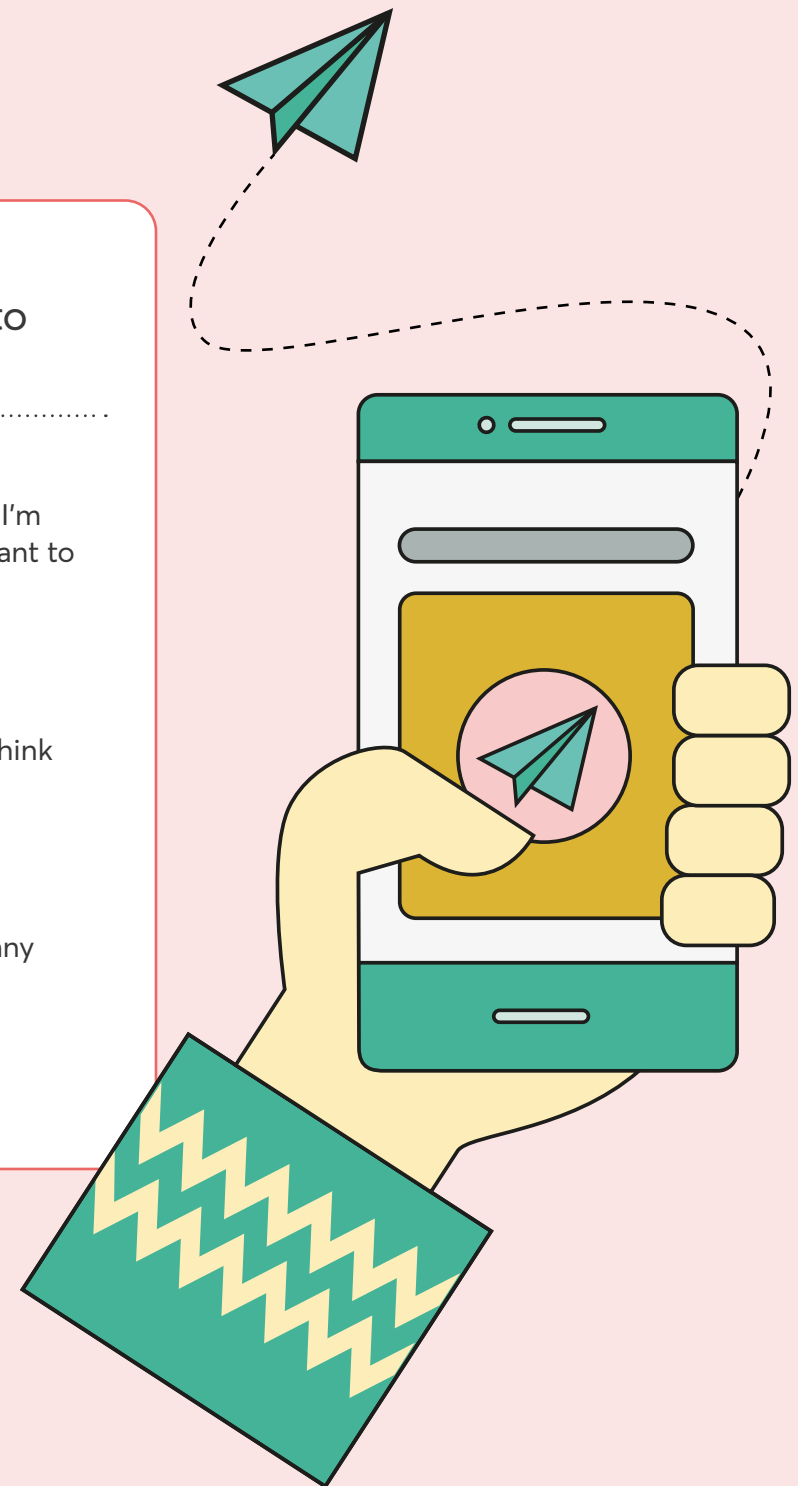
On my page, you'll find a variety of perks you can purchase to support me. I think you might particularly enjoy the chocolate cookies!

Our class is hoping to raise \$10,000 to support our year-end trip to Toronto. My fundraiser will end on December 5.

Please feel free to share my fundraiser across your social media! I'm here for any questions you may have!

Thank you for your support. I hope to see you soon!

Alix



Follow-up during the fundraiser

Template for school leaders/mentors



Target audience

Teachers and professionals from the school and/or parents

(existing school email list)

EMAIL SUBJECT:

Update on **NAME OF FUNDRAISER** fundraiser

Dear **NAME(S)**,

We're very excited to announce that our fundraiser has achieved **% OF GOAL ACHIEVED** of our goal!

We're really touched by the response and support from our community so far, but it's not over yet! We still have to raise \$ **AMOUNT LEFT TO RAISE** to reach our goal by **END DATE**!

We're counting on you to share the fundraiser on your social media: **INSERT HYPERLINK**.

Once again, **THANK YOU** for supporting us and helping us spread the word about our fundraiser!

YOUR NAME

Example

EMAIL SUBJECT:

Update on Trip to Toronto fundraiser

Dear parents and guardians of Class 601,

We're very excited to announced that our fundraiser has achieved 62% of our goal!

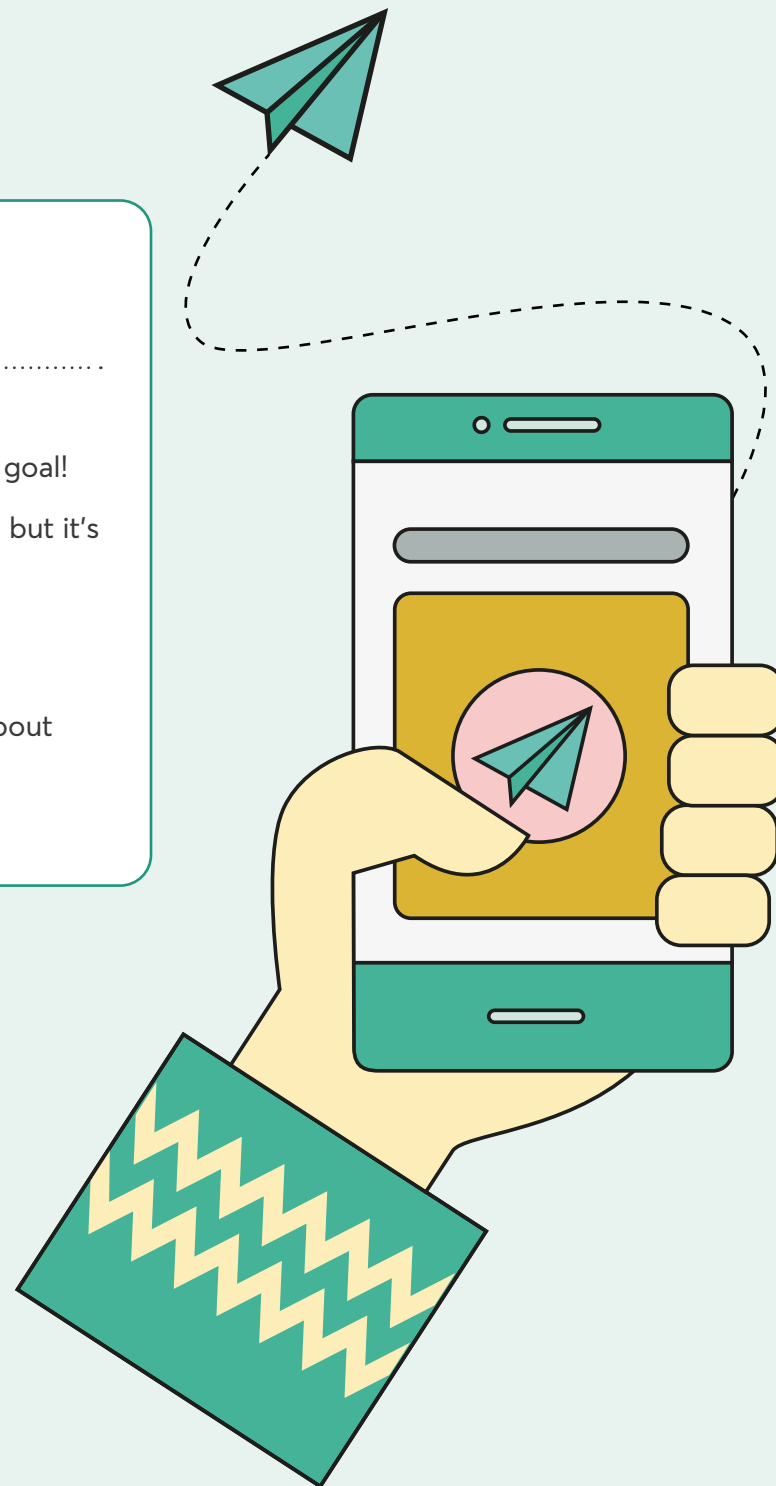
We're really touched by the response and support from our community so far, but it's not over yet! We still have to raise \$3,800 to reach our goal by December 5!

We're counting on you to share the fundraiser on your social media:

www.theprojectfactory.ca/toronto601.

Once again, THANK YOU for supporting us and helping us spread the word about our fundraiser!

- Ms. Nathalie and the students of Class 601



Follow-up during the fundraiser

Template for team leaders/members to send to their family and friends



Target audience

Family and friends
of team members

EMAIL SUBJECT:

Update on my **NAME OF FUNDRAISER** fundraiser

Dear **NAME**,

I'm very excited to announce that my fundraiser has achieved **% OF GOAL ACHIEVED** of its goal!

I'm really touched by the response and support from our community so far, but it's not over yet! I still have to raise \$ **AMOUNT LEFT TO RAISE + SPECIFY WHETHER THIS IS A GROUP OR INDIVIDUAL GOAL** to reach our goal by **END DATE**!

I'm counting on you to share my fundraiser on your social media: **INSERT HYPERLINK**

Once again, **THANK YOU** for supporting my fundraiser.

YOUR NAME

Example

EMAIL SUBJECT:

Update on my Trip to Toronto fundraiser

Dear Mary,

I'm very excited to announce that my fundraiser has achieved 62% of its goal!

I'm really touched by the response and support from our community so far, but it's not over yet! My class and I still have to raise \$3,800 to reach our goal by December 5!

I'm counting on you to share the fundraiser on your social media:

www.theprojectfactory.ca/toronto601.

Once again, THANK YOU for supporting my fundraiser.

Alix

