TURBOCHARGE
Your Fundraisers

WITH THESE EMAILS

Turbocharge your Fundraisers (with Email)

How would you like your coaching emails to increase your fundraiser activation rate by 10% without coming up with the strategy, and timing, and what to say?

Ta-da!

Here are 3 steps for the strategy, scheduling, and key messages to deliver to your participants via email throughout your event season to activate your fundraisers.

Step 1: Ask the right questions

The "secret" to effective coaching emails is to know the "real reasons" your participants register and attend your event. Use *those* reasons in your email copy to mirror back what your participants really want.

The fastest way to find this out what your participants want from your event is to interview five or six past participants and record the conversation — because you're going to use their words later in your campaign. I use an app called Record-a-Call to record the interviews and have each call transcribed by Rev.com for $1 per minute. Some sample questions to ask include:

- What inspired you to register the first time you registered?
- What do you hope to accomplish by participating in [your event].
- What do you hope to experience during [your event].
- What would you say to someone on the fence about registering?
- Is there something I should be asking that I'm not?

Ask these questions for each event because the motivations change by event and cause. I've seen motivations be different for events within the same organization.

Those reasons might include the following, but you'll only know for sure with the interviews:

- I'm personally affected or impacted by [your cause].
- I want to honor, remember, support a family member, friend, or colleague affected by or impacted by [your cause].
- My company supports [your cause], and I want to have visibility being a team player to advance my career.
- I want to be with people, or my tribe, who understand what I'm going through.
- This event is on my bucket list and the only way I could get a bib to this exclusive event was to register with a charity. I'm hyper-competitive.

Note that these are all deeply personal reasons. What's more, these are the **ONLY** reasons that will convince your participants to fundraise. Trust me, I've tried everything and this works the best!

When you're done with your interviews, rank the top three deeply personal reasons people registered and use one or more of those reasons in almost every email message you send.

Step 2: Use your participants' own words in your emails

Use the top three reasons people register for your event (and their words) in the following schedule of emails.

IMPORTANT If you can't send all the emails recommended below, remember that your email communication is most effective the three times your participants are the most excited about your event:

1. Immediately after registering;
2. immediately before the event; and
3. When they are close to hitting their fundraising goal.

Days AFTER registering	Email	Key message
Immediate	Welcome email	Reinforce they will get what they wanted (a cure, bragging rights, belonging)
Register + 1 day	Start strong with a personal donation	Your donors will follow your lead. Donate right now
Register + 3 days	Fundraising script	Here's a "proven" script to ask people for donations
Register + 5 days	Send an email	Format an easily "forwardable email using the script you sent two days ago."
Register + 7 days	Post on social media	Create a Facebook/Instagram ready post with image and post and hashtag content so they can "copy and paste" in less than five minutes
MILESTONE emails	**Email**	**Key message**
Automated	Participant hits 50% of goal	We see how successful you are. Here's the impact you are having. Here's an idea to idea to help you raise more.
Automated	Participant hits 75% of fundraising goal	We believe in you. Here's another fundraising tip to get you over the top. (P.S. Here's the impact you are having)
Automated	Participant hits 100% of goal	You are brilliant! You are having a big impact. Increase your goal to keep your momentum and do even more good. You may qualify now for fundraising rewards, check them out.

Schedule continued on the next page

Days BEFORE event	Email	Key message
30 days before event	Fundraising Challenge #1	Kick off a 5-day fundraising challenge
28 days before event	Fundraising Challenge #2	It's not too late to join the challenge
23 days before event	Fundraising Challenge #3	Fundraising challenge winners!
21 days before event	Logistics email	Make the event real by sending a list of everything they need to know for the event. If you don't have some of the details that's okay—remind your readers to watch their inbox.
18 days before event	Finishers medal reveal or t-shirt reveal or any swag reveal	Show the finishers medal or other swag available for participants and fundraisers.
14 days before event	Send an email	Provide a story-based email for participants to "forward."
10 days before event	Post on social media	Again, provide a ready-made social media image and post to use if they don't have their own.
5 days before	Logistics checklist email updated	Final details about event day, so they have it handy in their inbox on their phone.
Days AFTER event	**Email**	**Key message**
1 day after	Thank you + survey	You achieved your goal. Together we did so much more. Please give feedback.
3 days after	Pictures from the event	Share these images when you thank your donors and collect on your pledges. Share your pics on social media with a hashtag, Hint: create urgency by letting people know how long the fundraising portal will be open.
3 days after to "zero" fundraisers only	Thank you + please make a personal donation.	Show the impact their donation will have via storytelling plus data. This is a donor appeal more than fundraising coaching email.

Step 3: Double your results

Do you remember the line… "Every time a bell rings an angel gets his wings," from "It's a Wonderful Life?" The equivalent quote for fundraisers is… "Every time you use a story in your emails, you double your results."

Putting a human face, image, or quote into your emails will double your fundraising results. You can't put a story, or testimonial, or quote in every email, but try it and see the donations pour in.