Peer-to-Peer Email Templates

Want to know the best way to promote your Peer-to-Peer campaign? Ensure your message gets into the inboxes of your fundraisers and their networks.

We get it - writing clear, concise, and effective emails takes time. Time you’d rather be spending on serving your mission. So, to get you started, we’ve come up with a few email templates you can use to get your supporters on board, and help them effectively fundraise on your behalf.
Inviting your fundraisers.

Before you start inviting your supporters to become fundraisers from your Donorbox campaign dashboard, it’s a great idea to personally invite them to participate. This will ensure that they are looking out for the official notification from Donorbox in their inboxes.

Use the templates below to recruit your most connected volunteers, board members, and advocates to become fundraisers for your organization.

Fundraiser Invitation Email #1

Hi, (Name),

I noticed that you are popular with social media. You’re always sharing interesting and impactful stories with your friends and family.

Would you consider using those skills to advocate and fundraise for (nonprofit name)? This program helps (number of beneficiaries) by (program details). We couldn’t (nonprofit’s mission) without this program!

Getting the word out there, however, can be a challenge. We could really use a social media influencer like you!

Online peer-to-peer campaigns can help fund (program name) and provide needed resources to those most in need. I’d love to speak with you about how you can make a difference in (beneficiary type) lives through a peer-to-peer campaign with (nonprofit name)

Don’t worry - we can equip you with everything you need to start your own peer-to-peer campaign and provide the tools and training to make it a success. All you need to do is be willing to share your passion for our mission with your family and friends.

*(optional) Plus, we are holding a contest for our fundraisers this year! (Company name) has donated (prize) for the fundraiser that raises the most money by (campaign deadline).

Let me know if you’re interested and we can continue the conversation. I can’t wait to get started!

(Executive Director or Board Chairperson Signature)
Hi, (Name),

Have you noticed how great you are at connecting with others and sharing impactful stories that matter? I sure did!

Would you consider using those skills to fundraise for (nonprofit name)'s (program name)? This program helps (number of beneficiaries) by (program details). We couldn’t (nonprofit’s mission) without this program!

We could really use someone like you to help us spread the word via an online peer-to-peer campaign. I’d love to speak with you about how you can make a difference in (beneficiary type) lives through a peer-to-peer campaign with (nonprofit name).

You don’t need experience or expertise - we can equip you with everything you need to start your own peer-to-peer campaign and provide the tools and training to make it a success. All you need is a willingness to share your passion for our mission with your network.

*(optional) Plus, all of our fundraisers have a chance to win an awesome prize! (Company name) has donated (prize) for the individual campaign that raises the most money by (campaign deadline).

Let me know if you’re interested. I can’t wait to get started!

(Executive Director or Board Chairperson Signature)
Empowering Your Fundraisers

As tempting as it is to do, your fundraisers likely won’t be very successful if you don’t guide them. Ensure the success of your campaign by empowering your fundraisers with tools and training, like the email templates and pro tips below.

Share these templates and pro tips with your fundraisers to help them reach out to their network. Just make sure to fill out variables such as your nonprofit’s name, mission, and program details before sending to your fundraisers - they should only need to change variables specific to them.

Pro Tip: Email is still one of the most effective ways to let people know about your cause. Amongst endless spam and marketing, an email from a friend feels a little more special. Be sure to let them know why you’re fundraising and what you’re hoping to achieve with their support. As they give, use email to send them a thank you note!

Donor Solicitation Email

Dear (Friend or Family member),

I’ve been a long-time supporter of (nonprofit name) and wanted to tell you why I care about their mission.

(nonprofit name) has made a difference in so many (beneficiary type) lives. They do this through programs that (overview of programs). One of their largest programs is (name of program), which (program details). They desperately need funding for this program to ensure they can continue (organization’s mission).

This is where you can help. I have made it a personal goal to raise $(financial goal) for this organization by (campaign deadline).

(Tell your reason why. Why do you care, and how has supporting the organization made a difference in your life…)

Please help me reach my goal and give before (campaign date).

(ADD YOUR CAMPAIGN BUTTON)

Thank you,

(Fundraiser Name)
Campaign Update Email #1

Did you know *(Nonprofit Tagline or other short impactful statement)*?

My campaign is on its way! I’ve already raised *(donation total)*, but my goal is *(fundraising goal)*, so I still have a way to go.

You can help by donating to this fantastic organization and *(nonprofit mission)*. Any amount helps!

$25 can…

$50 can…

$100 can…

$500 can…

Please visit my campaign page and give what you can.

*(ADD YOUR CAMPAIGN BUTTON)*

If you’ve already made a gift, I would appreciate it if you shared my campaign online with your friends and family.

Thanks again!

*(Fundraiser Name)*

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**Pro Tip:** For those in your closest network, consider sending them a text message with the url to your personal fundraising page. If they haven’t given by mid-day (or mid-campaign), perhaps send a status update with the link to give again. If they give, be sure to send them a text of thanks!
Final Campaign Update

There are only 24 hours left and I’m so close to reaching my goal of raising *(fundraising goal)*. Can you make a gift today and make an impact by *(nonprofit’s mission)*? If you can help me reach my goal, visit my fundraising page and give today. *(ADD YOUR CAMPAIGN BUTTON!)*

If you donated or shared this campaign online, I can’t thank you enough. Remember, you still have time to share my campaign online!

Thank you,
*(Fundraiser Name)*

Thank You Email

I’m so grateful for the support I’ve received from those I love most! I’m very proud to be part of such a generous community.

Thanks to you, I raised $*(total donation amount)*!

With this amount, *(nonprofit name)* can *(include the nonprofit’s mission or specific way donations will be used)*.

I really couldn’t have done it without you!

*(Fundraiser Name)*