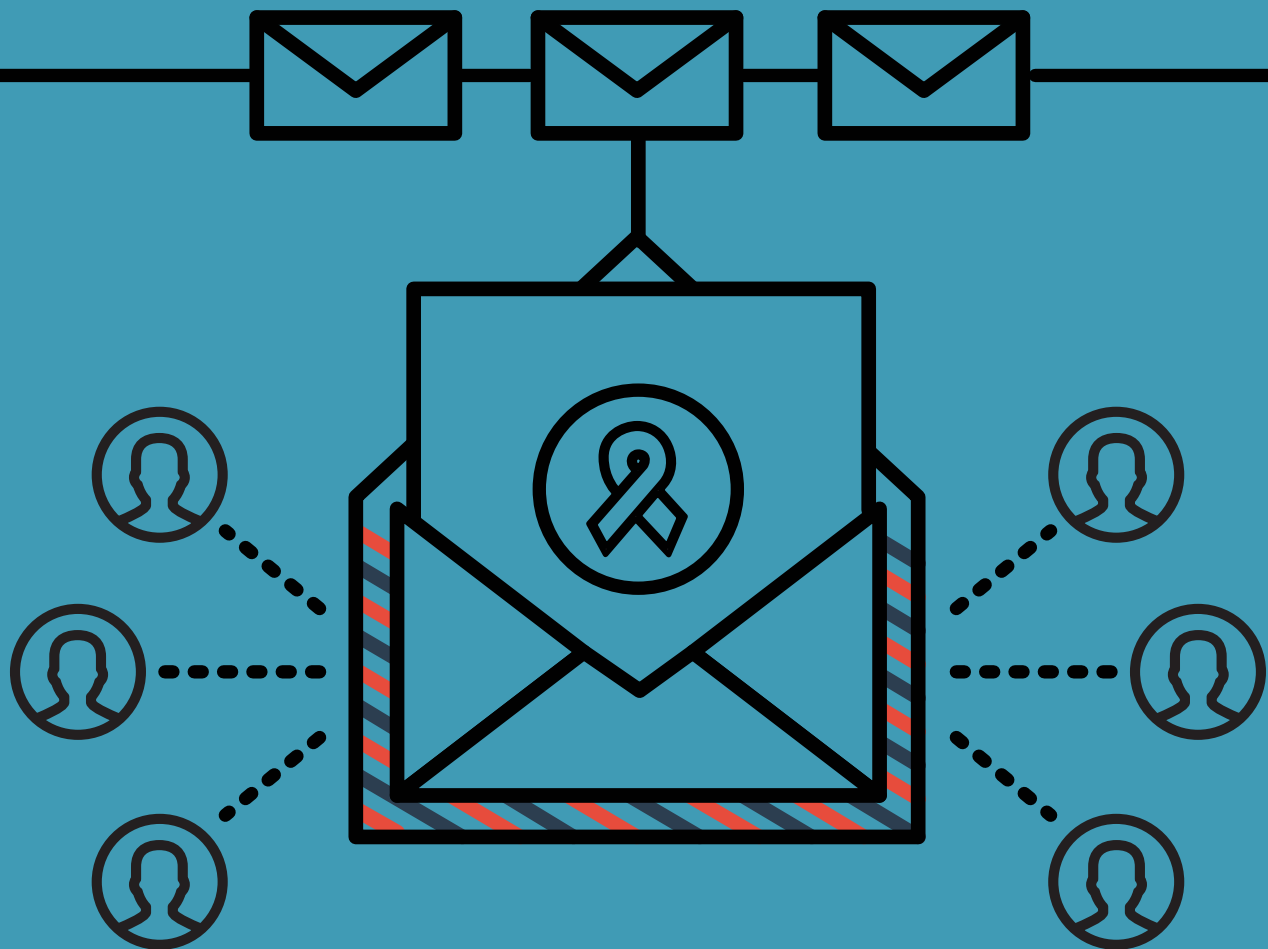


A GUIDE TO

# Peer-to-Peer Fundraising Emails



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# Introduction

Peer-to-peer fundraising is a powerful way to raise money and acquire new donors. It empowers your supporters to create personal fundraising pages and raise money on your organization's behalf. By drawing on your network's network, you can increase donations and reach new pools of donors. On average, an active fundraiser brings in **\$577 from six donors**.<sup>1</sup>

Your fundraisers are the ones asking for donations, so their success directly impacts your campaign's overall results. It's your job to communicate with them in a way that guides and motivates them throughout the entire campaign. If you fail to do so, you risk leaving a lot of support on the table.

That means you need to optimize your email communications to reach and engage your fundraisers. To help you achieve this, this guide will walk you through the four main elements of fundraiser emails:



**SEGMENTATION**



**DESIGN**



**BRANDING**



**MECHANICS**

... and provide best practices for each.

**Bonus:** We've also included sample emails and real-life examples to boot.

Ready?

Let's go!

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<sup>1</sup> [Classy.org](#) platform data



# Chapter 1

## Segmentation

Fundraisers are a special group of your campaign audience, so they require distinct emails to guide and inspire them. However, many nonprofits make the mistake of sending the same email communications to all the fundraisers they recruit during a campaign.

By making the effort to segment out your list of fundraisers, you can send more targeted emails that will motivate different groups of fundraisers and help you raise a lot more money.

### Before Segmenting, Help Each Fundraiser Succeed

During the first week or two of your campaign, your soft and hard launches will have recruited as many potential fundraisers as possible. (To learn more about these launches, be sure to check out [The Four Phases of an Effective Peer-to-Peer Campaign Guide](#).) So at this point, you've hopefully been able to get a solid group of supporters to create personal fundraising pages.

Shortly after they create a page, you should send helpful tools and advice to each fundraiser. Your fundraisers are the ones soliciting their friends and family for donations, so you need to educate and equip them to be as successful as possible.

In one experiment, Team Rubicon split their fundraisers into two groups: one that received a fundraising tips sheet, and one that didn't. The group that received the tips sheet raised more than three times as much as the group that didn't receive this information.



Get your own customizable fundraising [tip sheet here](#), and brand it to your own organization.

## Segment Your Fundraisers

After sending over these initial tips and tools, your fundraisers will have had some time to get their personal campaigns off the ground. Now it's time to segment your contacts and communicate with them based on their fundraising activity.

### **INACTIVE FUNDRAISERS**

Start by identifying your **inactive fundraisers**. These are fundraisers that create a personal fundraising page, but haven't raised a dollar yet. You've gotten them to create a fundraising page, and now you just need to give them a gentle nudge to get them rolling.

Start sending targeted emails to these fundraisers once their page has been inactive for several days. You don't want to wait too long before reaching back out, otherwise it will be harder to revive the motivation that caused them to create a page in the first place.

If your first email fails to reengage them, continue to send one email per week until they raise their first dollar. Then, move them into your list of active fundraisers.

#### Emails to Send Inactive Fundraisers:

- **Say Thank You Early.** A “thank you” can be just as motivating as a “please.” Consider sending your inactive fundraisers an email thanking them for their dedication to helping achieve your collective goal. Remind them of the world-changing mission they've committed to play a part in. You might even include a personal story about the impact their fundraising will achieve.
- **Suggest They Self-Donate.** Advise fundraisers to make the first donation to their own campaign. Let them know that this shows their friends and family that they are serious about the cause. This demonstration of commitment can help draw in more contributions from their network.
- **Encourage and Advise.** Offer extra tips to help them get started. For instance, you can suggest that they send a personal email to three friends or family members with a link to the fundraising page. Let your fundraisers know how easy it is to spread the word.



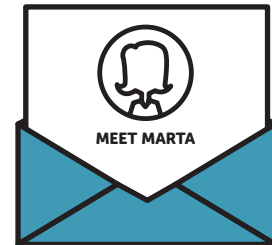
## ACTIVE FUNDRAISERS

Next, create a segment for your **active fundraisers**. These are the fundraisers who have raised at least one dollar through their personal fundraising page. They've gotten the ball rolling, so your customized messages should keep these supporters engaged, motivated, and energized throughout the entire course of your fundraising campaign.

To keep spirits high, send out at least one email per week to active fundraisers. Remember to switch up the types of content you deliver, so recipients will be motivated and delighted to open up your messages.

### Emails to Send Active Fundraisers:

- **Celebrate Milestones.** An excellent way to communicate with active fundraisers is to plan automated emails in response to their fundraising activity. Try scheduling emails that congratulate fundraisers for reaching 25, 50, or 75 percent of their fundraising goals. These acknowledgments show that you recognize their hard work and are cheering them on.
- **Show Them Their Impact.** Inspire fundraisers by connecting them back to the impact they are making. Send an individual beneficiary's story, video testimonial, or photos that show the difference their efforts make.
- **Unroll Fundraising Incentives.** Whether it's free swag, gear, or event discounts, you might prepare different incentives for fundraisers who hit certain levels. Keep a few of these incentives hidden up your sleeve until mid-campaign, when there's often a lull in fundraising activity. Rolling these out midway can reenergize fundraisers.



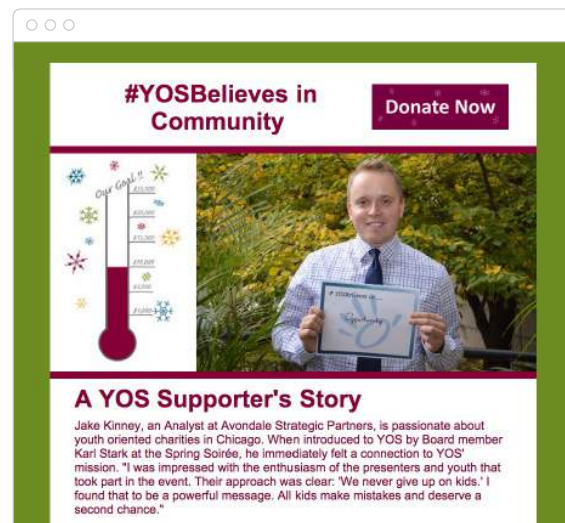
## POWER FUNDRAISERS

Finally, segment out the **power fundraisers** from your main list. These are the fundraisers who are raising big bucks. Set a specific threshold—whether it's a few hundred dollars, or a thousand dollars or more—that you'll use to single out these individuals from the rest of the group.

You want to identify these top performers during the first few weeks of your campaign, so you can reach out to them in a more individualized manner as early as possible. You should send personal emails (or phone calls) once a week communicating how much you appreciate their efforts and the major impact they're making. This outreach can motivate these fundraisers to a whole new level to raise money for your cause.

### Emails to Send Power Fundraisers:

- **Show Personal Recognition.** Create a positive, personal connection with your best fundraisers simply by saying thank you. Rather than asking them for anything, this type of message should focus on personally recognizing the fundraiser's efforts and communicating your sincere thanks.
- **Give Public Acknowledgment.** Make power fundraisers feel extra special by shining the public spotlight on them. Consider featuring individual fundraisers in your email communications. This type of email can also remind other fundraisers that they're part of larger community with a collective goal.
- **Challenge Them.** Down the road, send emails asking your fundraisers to step up even further to lift your campaign to new heights. Whether you challenge them to spread the word or recruit other fundraisers, invite them to help increase your campaign's overall reach and engagement.



Take this example from Youth Outreach Services. During their holiday peer-to-peer campaign, they sent out an email highlighting an individual fundraiser, complete with personal quotes.

By segmenting your fundraisers this way, you'll be able to send targeted messages to motivate and guide each supporter in the way they need. Not only does this strategy foster positive relationships with your fundraisers, but it also sets you up to raise as much money as possible during your campaign.



# Chapter 2

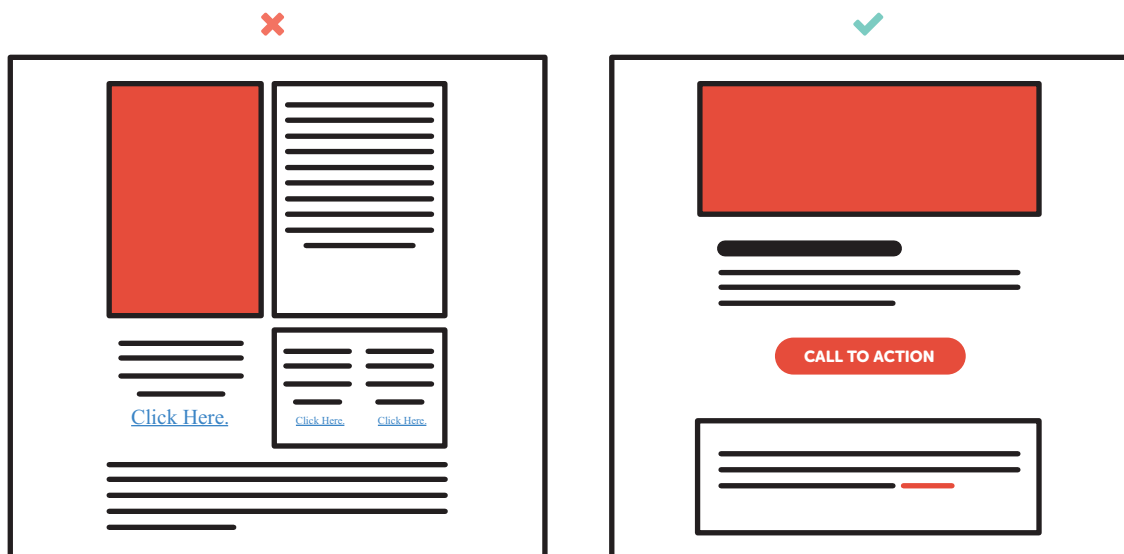
## Design

In addition to good, relevant content, overall design is also critical to your emails' performance. Once fundraisers open your message, they can quickly glance at its general look and feel to decide whether or not it's worth reading.

To help make sure you reach your fundraisers, here are some best practices to make your emails as visually pleasing and effective as possible.

### USE A CLEAN LAYOUT

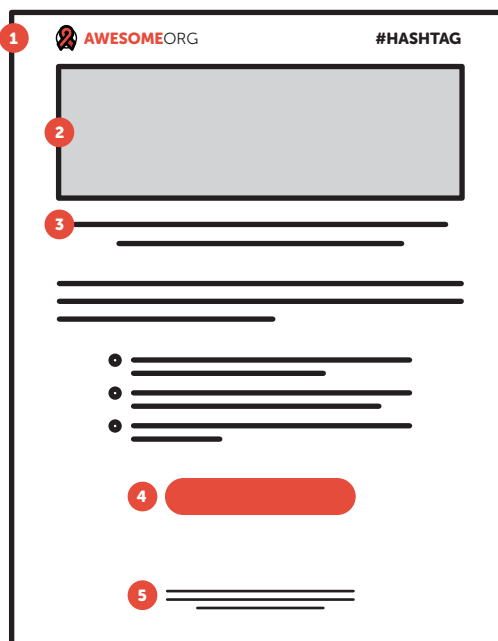
When it comes to your overall email layout, present your content in a way that a) looks professional, and b) intrigues and informs your reader. Your email will likely be a combination of both images and text, and you should format these elements to guide the reader's eye naturally from top to bottom.





To start, consider formatting the basic structure of your email like so:

1. **Preheader (AwesomeOrg / #campaignhashtag).**  
Include your brand logo and campaign hashtag.  
Placing this important information at the top of your emails helps ensure it's the first thing fundraisers will see.
2. **Header Image.** Opening your email with visual content can quickly capture your reader's attention.
3. **Main Message.** Place the body of your content here. Also consider using bullet points, different size headlines, or bolded text to emphasize key points.
4. **Call to Action.** Follow your main message with a bold call to action, so readers know exactly where you want them to click.



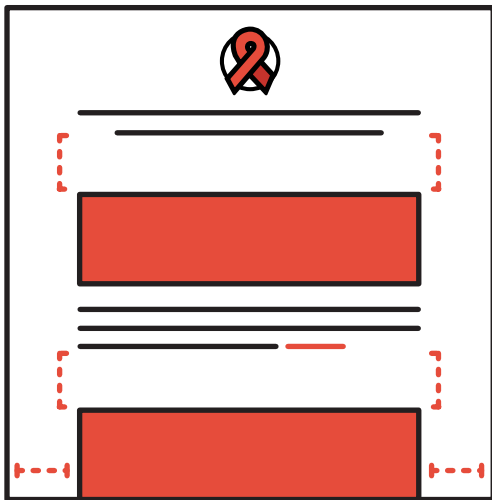
5. **Footer.** Include any additional links to your website, blog, contact info, or login form to personal fundraising pages. Make these links smaller and more discrete, so they don't divert attention away from your main call to action.

## MAKE IT SCANNABLE

Readers are typically on the go, so they don't want to read a novel in their inbox. Make sure your email is scannable to increase its chances of getting read and clicked through. This can translate to keeping your design clean, simple, and easy to read.

**<h1>** Grumpy wizards  
make toxic brew

**<p>** for the evil Queen  
and Jack.



Consider the following tips:

- **Use appropriate font sizes.** Make sure your text is clear and legible on any device. Your recipients will be annoyed if they have to squint or zoom in to read small text. MailChimp recommends<sup>2</sup> using 22 px for headlines, and 16 px as a minimum font size for body copy.
- **Avoid big blocks of text.** The average person's attention span maxes out at eight seconds,<sup>3</sup> so you don't want to lose your fundraiser in huge amounts of text. Use engaging photos or video to break up your text and keep readers engaged.
- **Use whitespace.** Whitespace is the unmarked space between words, graphics, or other visual elements. A main ingredient of effective design, it helps draw viewers' attention to the important items in your email. Use whitespace to help your call to action, key text, or other visual features stand out from their surroundings.

<sup>2</sup> MailChimp. "Email Design Reference: Mobile Friendliness." <http://templates.mailchimp.com/design/mobile-friendliness/>

<sup>3</sup> Statistic Brain. "Attention Span Statistics." <http://www.statisticbrain.com/attention-span-statistics/>

## USE IMAGES STRATEGICALLY

Images are an excellent way to grab your readers' attention and keep them engaged. In fact, adding visual elements to your content can increase views by 94 percent.<sup>4</sup> There are, however, a couple things to consider when inserting images into your email.

- **Use a balanced number of images.** While a couple pieces of visual content can do wonders for engagement, keep in mind they shouldn't flood your entire message. Some client filters flag image-heavy emails as spam.
- **Include main message in text form.** Certain clients also do not render all images by default, so make sure to use the actual text in your email to get your message across. As a best practice, try balancing your image and text ratio.
- **Avoid using background images.** Some email clients, like Outlook, do not support background images. If you do use a background image, make sure to also set a solid background color as backup in case the image doesn't load.

## DELIVER RESPONSIVE EMAILS

Sixty-eight percent of emails are now being read on mobile devices,<sup>5</sup> which means your content needs to be properly formatted for small screens. *Deliver emails that are responsive*, so they display beautifully on any device.

A lot of email marketing services offer responsive templates. [MailChimp](#), for instance, offers a variety of predesigned templates (and they integrate directly with Classy!).



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<sup>4</sup> Hubspot. "12 Reasons to Integrate Visual Content into Your Marketing Campaigns [Infographic]." <http://blog.hubspot.com/marketing/visual-content-marketing-infographic>

<sup>5</sup> Marketing Land. "Majority Of Email Opens Are Mobile, But Most Conversions On The Desktop." <http://marketingland.com/majority-of-email-opens-are-mobile-but-most-conversions-on-the-desktop-137760>

Keep these general design principles in mind, and you can increase your chances of grabbing and holding onto your fundraisers' attention. When your supporters are more likely to read your message, you have a bigger opportunity to motivate them to boost their fundraising efforts.



# Chapter 3

## Branding

All of your communications to fundraisers should reflect consistent branding elements—especially your emails. Aligning each message to your brand allows your organization to do three main things:

- ✓ **Appear more professional**, increasing credibility and trust.
- ✓ **Help readers immediately recognize your emails** among all the messages they receive.
- ✓ **Reinforce your brand identity** and become more memorable.

In short, branding your emails should be a top priority. While your fundraisers already trust your organization enough to take action on your behalf, delivering branded communications will strengthen their confidence in your organization and their own involvement.

### REITERATE YOUR VISUAL BRANDING ELEMENTS

All your fundraiser emails should echo the same look and feel as your brand's communications. Make sure to do the following:

- **Include your logo.** Your organization's logo should be placed prominently within your email. Make it easily visible by placing it in the top left or center of your email header.
- **Use your brand's signature colors.** Derive these from your logo or website, and use them for your email borders, backgrounds, and call to action buttons.
- **Use a consistent font.** Typefaces play a big role in brand identity, so keep your fonts (and their size and color) consistent across your organization's communications.



Headline 1

**HEADLINE 2**

Body Copy

## INCLUDE YOUR CAMPAIGN HASHTAG

If you haven't done so already, create a hashtag for your campaign. This links your content back to your organization and makes it discoverable across social networks.

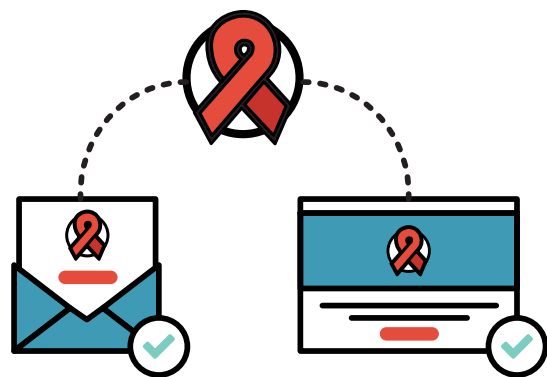
Include your hashtag in all of your fundraiser emails. Position it where readers can easily see it, perhaps at the top of your email. Consider branding your images with your campaign hashtag as well.

## REFLECT YOUR BRAND'S PERSONALITY

Consistent design elements aren't all there is to branding your emails. Your messages' word choice and tone should also reflect your organization's personality. Make sure your email's language reflects your brand's voice, whether it's humorous, casual and friendly, or professional and urgent.

Your tone can also depend on the type of email you send to a certain fundraiser segment. For example, your message would be celebratory, and maybe even entertaining, when you congratulate a fundraiser for reaching a certain level. An email that connects fundraisers back to their impact might sound more serious or urgent.

When you brand your emails to match your organization and campaign, you can increase the level of professionalism, credibility, and noteworthiness of your nonprofit. This can boost fundraisers' assurance in your brand, and reinforce their personal decision to adopt your mission as their own.





# Chapter 4

## Mechanics




This chapter focuses on how you can set up your email to drive a fundraiser to do what you're asking them to do. Granted, your email's main content should be personalized for specific fundraiser groups, and thus compel them to take action. However, you can still refine certain elements within your email to help guide supporters along.

### Pay Attention to Subject Lines

The first thing you want a fundraiser to do is to actually open your email.

Many people will decide to open an email based on its subject line. Like a teaser to your email, it has to convince fundraisers that your email is worth their time. Otherwise, they may never read your motivational message or be inspired to increase their efforts.

Craft your email subject lines to be short, sweet, and intriguing. Stray from generic and redundant titles, such as "Week X: What's Happening." Interest readers enough to open your email. To see which subject lines they respond to, test different options and their open rates.

	<b>AWESOMEORG</b> <span style="float: right;">8:00am</span> The Most Inspiring Thing You'll Hear All Day <small>Hello Fellow World Saver! Here at A...</small>
	<b>SAN DIEGO TIMES</b> <span style="float: right;">7:20am</span> Weekly Update 04/22/15 <small>View in Browser. Share. Here are your updates for this week in S...</small>
	<b>THE DAILY NEWS</b> <span style="float: right;">7:11am</span> The Daily News Email <small>Dear Reader, Thank you for subscribing to The Daily News, where yo...</small>

## TECHNICAL RECOMMENDATIONS

While your subject line should be no longer than 50 characters,<sup>6</sup> keep in mind it will appear differently across devices or mail clients. For instance, subject lines drop off at around 35 characters on the Apple iPhone.<sup>7</sup> Keep them short and straightforward as a best practice.

## Give a Clear Call to Action

Present a single call to action per email so readers know exactly what you want them to do next.

Depending on whom you're targeting, you may ask fundraisers to:

- Share their personal fundraising page on Facebook or Twitter.
- Send emails to friends and family with a link to their page.
- Thank donors who've contributed to their page.
- Make a personal donation to their own page.
- Watch an inspirational video highlighting your fieldwork.

Chances are your CTA button may simply link to their fundraising page login. Regardless, your button copy should reflect the precise step you want them to take on behalf of your mission, whether it's to "Get 5 Donations in 5 Days," or "Share Your Page on Facebook," or "Build Another Well Today." Make the copy specific and compelling to encourage fundraisers to respond.



Keep in mind some emails may not include a call to action at all. For example, if you're sending an email to simply thank power fundraisers, you wouldn't include an additional ask.

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<sup>6</sup> MailChimp Knowledge Base. "Best Practices for Email Subject Lines." <http://kb.mailchimp.com/campaigns/previews-and-tests/best-practices-for-email-subject-lines>

<sup>7</sup> KISSMetrics. "4 Hacks You Should Know Before You Craft Your Next Email Subject Line." <https://blog.kissmetrics.com/your-next-email-subject-line/>

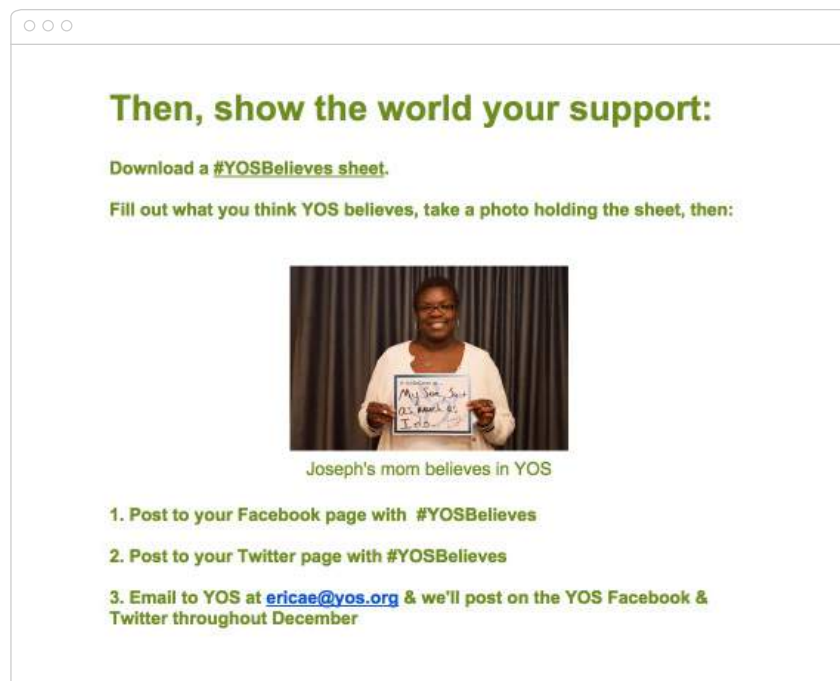


## OFFER EXTRA FUNDRAISING RESOURCES

In addition to specific CTA copy, you should also offer any resources fundraisers might need to perform that certain action.

For instance, if you're asking a fundraiser to share their personal fundraising page on social media, it's a good idea to include sample tweets or Facebook posts, complete with your campaign hashtag. Likewise, you can provide an image or impact stats to share. If you want fundraisers to send out emails to their network, suggest a few lines of email copy they can use.

The main idea is to make it as easy and clear as possible for fundraisers to take the next step. Provide the right tools that will empower them to perform the action. This will also show your fundraisers that you're here to support their efforts.



Check out this email from Youth Outreach Services. During their peer-to-peer campaign, the organization asked people to share their support on social media. Their email provided a downloadable sheet and step-by-step instructions on how to participate.

## TECHNICAL RECOMMENDATIONS

Your CTA should be a bold, high-contrast button that stands out from the rest of your text. Avoid bunching it near any other links, so you don't confuse readers about where you want them to click next.

Paying attention to these certain technicalities can help your emails reach fundraisers and drive action. And by driving action, you can maximize your campaign's overall success.



# Chapter 5

## Email Templates and Examples

There you have it, the four main elements to keep in mind when creating emails for fundraisers. We know that was a lot to digest, and it can be difficult to visualize all the pieces together. That's why we've assembled several email examples to display these four key elements in action.



**SEGMENTATION**



**DESIGN**



**BRANDING**



**MECHANICS**

Here are four sample email templates showing best practices to engage fundraisers throughout your campaign. To jog your creative juices even further, we also include examples from Liberty in North Korea to show how one organization puts their own spin on these four main email elements.

Use these examples to help craft effective emails and drive fundraisers to action.

1

# Email to New Fundraiser

[ After they create a fundraising page ]

## Sample Template

**BRANDING:** Organization logo & campaign hashtag.



 **AWESOMEORG**

#1000scholarships



**DESIGN:** Preheader.

Visual / video of high-five, welcome, etc.



**DESIGN:** Header image.

## We're glad to have you with us!



**DESIGN:** Main content.

Thank you for committing to help children get the education they deserve. Together, with your help, we can provide 1,000 scholarships that will help students in Kenya create a better future for themselves and their families.

Every dollar you fundraise will go towards sending children to school with an AwesomeOrg scholarship.

Remember, you're not doing this alone. We're in this together. That's why we've put together a one-sheeter of fundraising tips, tricks, and best practices that will help get your campaign off the ground.

**LET'S GET STARTED**

[Log in](#) | [Donate](#) | [Blog](#) | [Contact Us](#)



**DESIGN:** Footer.

**MECHANICS:** Provide each new fundraiser resources—like a fundraising tips sheet—to equip them and help launch their campaign.



**MECHANICS:** Your call to action should compel readers to follow through. Though this CTA links to tips sheet, the copy focuses on getting the reader to act from this point in their journey. The button is also bold, large, and high-contrast, making it easy to see where readers should click next.



## Example

**BRANDING:** Organization's logo and campaign colors.



**DESIGN:** Email opens with graphic and header image grabs attention.

### Welcome to the team!

We're so glad to have you on our team and are grateful for your support.

Now that your fundraiser is live, the first step towards your goal is to share it with your network. Before posting on social media, give your fundraiser a little momentum by reaching out to friends and family directly via an email, text message, or phone call. A personal message asking for their support will go a long way. [To get you started, here is a template outreach that you can use for your communication.](#)

Once you've done your first round of personal outreach, social media is a great next step to keep everyone updated on your progress and impact. Share your fundraiser on Facebook, Twitter, or wherever your people are!

Want to go the extra mile? Make a donation to your own fundraiser to set the example and kick off your fundraising efforts!

Log Into Your Campaign

Visit the Campaign Site

**MECHANICS:** Links to educational resources.



**MECHANICS:** CTA specifies action.



## Email to Inactive Fundraiser

[ After four days of inactivity ]

### Sample Template

**BRANDING:** Use consistent formatting, colors, and font across your emails.



 **AWESOMEORG**

#1000scholarships

Visual / video



**DESIGN:** Header image.

# Start changing the world with just a few emails.



**SEGMENTATION:** Encourage inactive fundraisers off the sidelines by letting them know how easy it is to spread the word and make a difference.

Lauren,

Get started in providing education for kids and making their dreams a reality. Use the sample email below to **send personal emails to five people**, and include a link to your page. Hit up your parents, siblings, or best friends—people who you know will be excited to support you.

Yep, getting started can be this easy.

*"Hey Danny,*

*I'm fundraising for AwesomeOrg's '1000 Scholarships' campaign. The money raised will go toward providing 1,000 scholarships for children in Kenya to enroll in secondary school.*

*I'm trying to raise \$100 by Friday. If I can get 5 people to each give me \$20 or more, I'm there. It's important for me to help get kids in school. I hope you'll support me and these kids by making a gift to my fundraising page below. Thanks in advance!"*



**SEGMENTATION:** Give your fundraiser a specific step to take. If you suggest sending emails, specify to whom they should reach out, and to how many people.

**BRANDING:** Your language and tone should reflect your brand's personality. AwesomeOrg, specifically, is casual and friendly.



**MECHANICS:** Likewise, if you're asking your fundraiser to send an email, provide tools that will make it easy for them to do so—like the actual email copy. The fundraiser can easily copy and paste this sample email.



**MECHANICS:** This call to action links to the fundraiser login. The copy, however, specifies what you want fundraisers to do once they log in.





**SEND YOUR EMAILS TODAY**

[Log in](#) | [Donate](#) | [Blog](#) | [Contact Us](#)

## Example

**BRANDING:** Graphic type is consistent with previous email.

Hugs + Donations = Art for All



### Michelle, do you like hugs?

Michelle, we know that asking for donations can be grueling, hard, impossible-feeling at times, but you can't give up now.

Look at it this way: if you ask your friends to donate to your page, you're basically asking for them to give you a hug. Who wouldn't want to give a hug?

Go there. Ask them. Bring art to the communities that need it most. All you have to do is reach out to your peers and ask them to hug you and help you reach your goal! Go forth, and hug.

[Ask for a Hug](#) [See Top Fundraisers](#)

**SEGMENTATION:** Personalized for an inactive fundraiser.

**BRANDING:** Visual matches brand's personality and engages the inactive fundraiser.

**BRANDING:** Email message speaks to the brand's personality.


**MECHANICS:** Copy is both empathetic and encouraging.

**MECHANICS:** Compelling call to action copy.

# Email to Active Fundraiser

[ Campaign week 4 ]

## Sample Template


#1000scholarships

[ Visual / video of Sasha ]

## Meet Sasha. Her dream is to become a doctor.

Last year, she couldn't attend school because her family could not afford the transportation costs. But thanks to fundraisers like you, she can now go to class and study hard to achieve her dream. In fact, she's one of the top students in her grade.

[ Visual / video of Sasha holding a thank-you sign ]

Sasha is one of the many children who have been given an education because of fundraisers like you.

With your continued help, 1,000 more students can follow Sasha's footsteps.

HELP SASHA'S SCHOOLMATES

[Log in](#) | [Donate](#) | [Blog](#) | [Contact Us](#)

**SEGMENTATION:** Keep spirits high by sending your active fundraisers personal stories or testimonials of their impact.

**SEGMENTATION:** Connect active fundraisers back to their impact with engaging and compelling imagery. For instance, a photo of a beneficiary saying thank you can create an instant, emotional connection with supporters.

**MECHANICS:** Make your CTA compelling and relate to your email's theme.


**DESIGN:** Insert photos, video, or other graphics to break up blocks of text.



## Example

Help Jimmy and his friends

creative communities




### Art matters—here's why

A letter from Jimmy Peters, Creative Communities program participant

*Growing up in a low-income neighborhood of San Diego, I didn't have a lot of options after school. I started to feel lonely and without a purpose. Then, Creative Communities found me. Thanks to the fundraisers that support Creative Communities, I was able to get a fully-funded program membership that lasted me throughout middle and high school. Now, I have a place to go after school. I discovered that I am a really great painter.*

*Through art I have come to realize that I am independent, that I have purpose, and most of all, I now have something to strive for: college. Thanks Creative Communities for turning my life around.*

Jimmy Peters  
11th grade student  
City Heights High School



Jimmy is one of the many children who have been given an arts education because of fundraisers like you.

With your continued help, 1,000 more students can follow Jimmy's footsteps.

[Help Jimmy's Friends](#) [Visit the Campaign Site](#)

**SEGMENTATION:** Keep spirits high by sending your active fundraisers personal stories or testimonials of their impact.

**DESIGN:** Insert photos, video, or other graphics to break up blocks of text.


**SEGMENTATION:** Connect active fundraisers back to their impact with engaging and compelling imagery. For instance, a photo of a beneficiary saying thank you can create an instant, emotional connection with supporters.

**MECHANICS:** Make your CTA compelling and relate to your email's theme.

## Email to Active Fundraiser

[ After reaching 50 percent of fundraising goal ]

### Sample Template


#1000scholarships

[ Visual / video of celebration ]

# Yowza! You're 50% there.

Lauren,

You're a rockstar. Thanks for being straight up AWESOME.

For your grand finale, share these stats to pump up your posse. Educate the world about the cause you're passionate about, and link to your page so they can help send more kids to school!

- *One million children are unable to attend school in Kenya.<sup>8</sup> #1000scholarships*
- *One in 10 people never finish primary school. Without basic skills, they cannot earn good income. #1000scholarships*

**KEEP UP THE AWESOME**

[Log in](#) | [Donate](#) | [Blog](#) | [Contact Us](#)

**SEGMENTATION:** Plan an automated email series that congratulates fundraisers for reaching certain milestones. This positive reinforcement lets them know you recognize their hard work.

**MECHANICS:** Offer content fundraisers can easily share, like impact stats.

**BRANDING:** Again, your language should reflect your brand's personality.


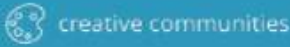
**BRANDING:** Include your campaign hashtag when providing sample social media posts.

<sup>8</sup> UNESCO. "Education for All Global Monitoring Report." [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/ED/pdf/EDUCATION\\_IN\\_KENYA\\_A\\_FACT\\_SHEET.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/ED/pdf/EDUCATION_IN_KENYA_A_FACT_SHEET.pdf)

## Example

**BRANDING:** Graphic type is consistent across emails.

You're halfway there!



**Boom.**

You're 50 percent to your goal—amazing!

Michelle, you've done a heck of a job so far. We can't believe how much you've raised! Now that you're in the 50% club, it's time to take your efforts to the next level. You are going to need some help from your extended network of friends and family, so unleash the butterflies and grab those donations!

**UNLEASH THE BUTTERFLIES**

Education Fund  
San Diego, CA 92101

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**BRANDING:** Image matches brand's personality and emphasizes fundraiser's accomplishment.

**SEGMENTATION:** 50% recognizes fundraiser and their progress.

**SEGMENTATION:** Content is targeted to fundraiser.

**MECHANICS:** Button CTA copy is specific to desired action.

# Conclusion

The way you communicate with your fundraisers directly impacts your overall campaign results. In order to keep their spirits high, you need to refine your email strategy to effectively reach and engage them. From doing some basic email segmentation, to optimizing your design, make the effort to improve your messages, and you can maximize your peer-to-peer fundraising success.

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