

Fundraising Templates

Need help writing messages to recruit your peer fundraisers? Try these samples to get inspired and customize them to reflect your campaign and unique message.

Fundraiser Recruitment Letter, Sample 1

Subject: Ready to help?

Content:

Hi [FIRST NAME],

Thanks to you, [YOUR ORGANIZATION] has been able to serve more [YOUR BENEFICIARIES]. Your support and belief in our cause keeps us going strong.

We're launching a new campaign to [SPECIFIC IMPACT OF CAMPAIGN], and it would be great if you were a part of it.

We are asking a few of our key partners to rally their friends, family, and networks to [IMPACT]. By becoming a fundraiser for [YOUR ORGANIZATION], you will help more [YOUR BENEFICIARIES], and you'll help your friends feel good about doing good.

Starting a fundraiser[LINK TO RECRUITMENT PAGE] is easy to do, and it's fun. We'll even give you all the tools you'll need to make a difference. With your help, I know we can reach our campaign goal by [END DATE OF YOUR CAMPAIGN].

When you create a fundraiser today [LINK TO RECRUITMENT PAGE] for [YOUR ORGANIZATION], you'll [ULTIMATE VISION].

Will you help [SPECIFIC IMPACT OF CAMPAIGN]?

Find out more and set up your campaign now [LINK TO RECRUITMENT PAGE].

Thanks for supporting [ISSUE],

[CONTACT INFO]

Fundraiser Recruitment Letter, Sample 2

Subject: The one thing to do today

Content:

[FIRST NAME],

It's no secret that [SUMMARY OF PROBLEM], but I have some good news: together we can make a huge difference for [BENEFICIARIES]. More good news: you're a key part of the plan!

We are asking a few of our favorite supporters to rally their friends, family, and networks to raise money to [SPECIFIC IMPACT OF CAMPAIGN].

Become a fundraiser [LINK TO RECRUITMENT PAGE]for [YOUR ORGANIZATION] and you will help [SPECIFIC IMPACT OF CAMPAIGN]. You'll also help your friends feel good about doing good, and they will be super impressed with your charitable spirit.

Are you in?

Starting your campaign [LINK TO RECRUITMENT PAGE] is easy to do, and it's fun. We'll even give you all the tools you'll need to make a difference. With your help, I know we will reach our goal by [END DATE OF YOUR CAMPAIGN] and we can [CUMULATIVE, QUANTITATIVE IMPACT OF CAMPAIGN].

When you create a fundraiser today [LINK TO RECRUITMENT PAGE] for [ORGANIZATION], you'll [ULTIMATE VISION].

We can't do it without you. Ready to [SPECIFIC IMPACT OF CAMPAIGN]?

Find out more and get started now. [LINK TO RECRUITMENT PAGE IN BOLD]

Thanks for caring about [ISSUE],

[CONTACT INFO]

Fundraiser Recruitment Letter, Sample 3

Subject: We need you today.

Content:

[FIRST NAME],

I know you care a lot about [YOUR ISSUE]. That's why I'm asking for your help with our latest campaign to [SPECIFIC IMPACT OF CAMPAIGN].

[YOUR ORGANIZATION] is looking to our most passionate supporters to rally their friends, family, and networks. By helping us spread the word, you will help more [BENEFICIARIES].

Starting a campaign [LINK TO RECRUITMENT PAGE] is easy to do. We'll give you all the tools you'll need. Plus, if we reach our goal by [END DATE OF CAMPAIGN], we can [CUMULATIVE, QUANTITATIVE IMPACT OF CAMPAIGN].

Launch your campaign today for [YOUR ORGANIZATION] and you'll play a big part in [ULTIMATE VISION].

Will you join us?

Get started now [LINK TO RECRUITMENT PAGE].

[CONTACT INFO]