## TeamRaiser Autoresponder, Suggested Message Email Copy And Milestones

A TeamRaiser event has many Autoresponder messages that will be sent to your participants and supporters following the actions they take on the site. In this document we have created new default copy to be used in the Autoresponders (Edit TR > Step 10: Manage Autoresponders ). This new copy is designed to help you get started to think about message and subject line length, tone, voice, approach and themes however the most effective emails will be the ones tailored to your organization which make a more personal connection with your constituents.

Note: The default content in this document contains incomplete references to links. Make sure you update and check all links after you implement this copy.

TeamRaiser Autoresponder Emails

The following are Autoreponder messages that are sent automatically when a participant registers, donates, forms a team etc. Read the copy and use the templates provided to plan your messages by making changes that will better represent your organization.

## AR: Thank You For Creating A Fundraising Page

**Description:**

This message will be sent to CONSTITUENTS when they create a new event.

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| --- | --- |
| ***DELIVERY TIME***  This email will be sent immediately when the participant completes their online registration.  ***BEST PRACTICES***  The “Thank you for Forming a Team” email message is a confirmation message for your participants who form a new team by registering on the site. Individuals who form a team will automatically be designated as the captain for that team. It is important to remind team captains that they can help their team’s fundraising efforts by acting as a leader for the team. Remind them that they can see their team’s progress by logging in to their Participant Center. | **SUBJECT LINE** |
| Thank you for creating a fundraising page! |
| **MESSAGE COPY** |
| Thank you for creating a personal fundraising page to support **[ORG NAME]**. Your support and that of those you know will make a tremendous impact! It is now easier than ever to raise money using the online tools to send e-mails and allow your friends and family to make their gift online.  **Your login details are:**  Username: <username>  Password: (password masked out for security reasons). [Click here to retrieve your password.](http://shortname.convio.net/site/UserLogin)  You will need this information to access your Participant Fundraising Center. The [Participant Center](http://www.convio.com) will allow you to send emails to those you want to support your effort, track your progress, get fundraising tips and customize your event page.  Now that you have registered, you should go to your [Participant Center](http://www.convio.com) and customize your personal page. To help get you started, the Participant Center has sample emails you can use to encourage family and friends to make donations on your behalf. If you are ready to get started now, [login to customize your personal page](http://www.convio.com) and send e-mail messages. We have also sent you a sample email message that you can forward right away!  If you have any questions about using our personal fundraising tools, please contact us at **[CONTACT INFO]**.  Thank you for your support. Good luck in your efforts!  **<Organization Name or Event organizers>** |

## AR: Sample Solicitation to Forward

**Description:**

Sample solicitation to forward to potential supporters through their own email clients.

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| ***DELIVERY TIME***  This email will be sent immediately when someone registers as a sample solicitation they can forward on.  ***BEST PRACTICES***  The “Please Support Me” email message is a sample email that participants can edit then send to their family and friends to ask for their support. | **SUBJECT LINE** |
| Please support my personal effort to support [ORG NAME]! |
| **MESSAGE COPY** |
| Dear [First Name],  While you can send emails from your participant center, you can also just forward this note along to share the exciting news of your fundraising effort.  ---------------------------------------------------------------------  Dear Family and Friends,  I have just created a fundraising page to support **[ORG NAME]**. [IN LIEU OFGIFTS MESSAGE]. The **[ORG NAME]** helps to raise awareness and critical funds for **<mission info, how event helps, etc…>**. For more information about **<ORG NAME>** and its important work, please visit their [website](http://www.convio.com/).  Please support me in this important goal by visiting my [fundraising page](http://www.convio.com/) and making a contribution. Making a tax-deductible donation online makes supporting **<ORG NAME>** quick and easy; however, if you would prefer, you can send your contribution to the address listed below.  To mail in a donation: Make all checks payable to: **<ORG NAME>** and please put my name in the Memo field.  Mail to: [Participant Name, Address, City, State, Zip]  Your tax-deductible gift makes a difference to **<mission or cause info>**. Whatever you can give will help - it all adds up!  I greatly appreciate your support and will keep you posted on my progress.  Sincerely,  **[Participant Name]**  To make a donation online now, please visit my [personal page](http://www.convio.com/). |

## AR: Thank You For Your Gift

**Description:**

Person receives this message when they make a donation in support of a participant, team, or the event. If you disable this, the donor does not get a thank you autoresponder.

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| ***DELIVERY TIME***  This email will be sent immediately when someone makes an online gift sponsoring a participant or team.  ***BEST PRACTICES***  The “Thank you for your gift” email message is an immediate thank you from the organization to the donor for their gift and also provides an opportunity for them to learn more about the event and the organization. | **SUBJECT LINE** |
| Thank you for your gift |
| **MESSAGE COPY** |
| Dear [First Name]  Thank you for your <**gift\_amount**> gift supporting a personal fundraising effort. Your gift makes a difference; it allows us to make an impact on **<mission or cause>**.  **Join the Fun**  If you would like more information about creating your own personal fundraising event, please visit [TeamRaiser event sign-up link]. If you would like to learn more about the important work of <**ORG NAME**> and other opportunities to support us, please visit our [website](http://www.convio.com).  Once again, thank you for your support.  Sincerely,  **<Organization Name or Event organizers>** |

## AR: Congratulations For Reaching Your Goal

**Description:**

This message will be sent to FUNDRAISERS when they've reached 100% of their personal fundraising goal. If this goal is reached when the participant records an unconfirmed gift, the autoresponder will not be sent again when the gift is confirmed as received.

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| ***DELIVERY TIME***  This email will be sent immediately when the participant has reached 100% of their goal.  ***BEST PRACTICES***  This email message serves as a congratulatory message for your participants who have completed their fundraising goal. It is a good idea to encourage your participants to continue fundraising – they don’t have to stop just because they achieved their goal. | **SUBJECT LINE** |
| Congratulations for Reaching Your Goal |
| **MESSAGE COPY** |
| Congratulations! Our records show that you have reached your fundraising goal. Your dedication and hard work will make an impact for **<mission or cause>**. **Now let's see how much higher you can go!**  This is a good time to visit your [participant center](http://www.convio.com) to send out [thank you emails](http://www.convio.com/) to the donors that helped you reach this point. You may also want to remind some of your friends that you haven't heard from or send out some [new invitations to support you](http://www.convio.com/).  Remember to bookmark your participant center page so that you can check on your progress and view the latest news and fundraising information.  Thanks again for your support and keep up the good work.  **<Organization Name or Event organizers>** |

## AUTOMATED FOLLOW-UP EMAILS:

* **Follow-Up Autoresponders**
  + Four opportunities to coach fundraisers based on registration date.
  + Sample Schedule & Messaging:
    - 1. Three Days: Focus on Personal Webpage
    - 2. Seven Days: Focus on Sending Email
    - 3. Ten Days: Focus on Social Media
    - Fourteen Days: Follow Up Reminder

## AR: TeamRaiser First Follow Up

**Description:**

Typically used to encourage FUNDRAISERS. The actual number of days is set in the Event Option or Site Option. Set to Disabled by default.

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| ***DELIVERY TIME***  This email will optionally be sent to the participant 7 days after they have completed their online registration. 7 days is the default setting, however, the administrator can change this setting to the desired interval in the Advanced options of the TeamRaiser.  ***BEST PRACTICES***  This optional email message is the first message sent to a registrant a set amount of days after they have registered. The intent of this e-mail should be to Welcome them to the event and encourage them to get started with their fundraising by logging into their participant center if they haven’t already done so. This Content can be conditionalized based on whether they have updated their personal page or sent out any emails from their participant center. | **SUBJECT LINE** |
| Thank you again for creating an event! |
| **MESSAGE COPY** |
| Dear <First\_name>,  Welcome and thank you for creating a personal fundraising event benefiting **<ORG NAME>**. Your desire to have **<ORG NAME>** benefit from your celebration or tribute makes our effort to impact **<cause or mission>** possible.  Your desire to support **<ORG NAME>** has brought you this far and we are here to help you take the next steps. Here are a few things you can do to get started quickly and easily:   1. **Set up your Personal Page in your** [Participant Center](http://www.convio.com)**.** Your Personal Page will allow you to promote your effort to potential supporters, track your progress and get important fundraising tips from us.  You can email potential donors with a link to your Personal Page so they can learn more about your commitment and they can donate online directly from your fundraising page. It's a fast, easy, and tremendously powerful fundraising tool. You received a username and password when you registered, however if you don't remember it, you can[**click here**](http://www.convio.com) and have it sent to you via e-mail. 2. **Ask three friends or family members to support you. I**t's best when shared with loved ones! 3. **Ask for your first donation today.** Once you get started, the momentum will keep you going. We know this may seem difficult, but when you ask someone for a donation to a cause, you are in effect giving them a wonderful opportunity to be a part of the solution. You’d be surprised at how many people want to make a difference in their special way. 4. The easiest way to get your first donation is simple - ask for it.   Go to your [participant center](http://www.convio.com) to get started now.  ****Thank you again for your support, we look forward to seeing your success!****  **<Organization Name or Event organizers>** |

## AR: TeamRaiser Second Follow Up

**Description:**

Typically used to encourage FUNDRAISERS.

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| ***DELIVERY TIME***  This email will optionally be sent to the participant 14 days after they have completed their online registration. 14 days is the default setting, however, the administrator can change this setting to the desired interval in the Advanced options of the TeamRaiser.  ***BEST PRACTICES***  This optional email message is intended to utilize your current registration base to increase the participation rate of the event. This is another method of the Tell A Friend concept. Providing compelling content of how important it is for the participants to grow their teams is important here. They hopefully have already started fundraising, so now they may be ready to encourage others to join them. | **SUBJECT LINE** |
| Let’s Make A Big Impact! |
| **MESSAGE COPY** |
| Hi <First\_name>,  We are so thankful for your support and that you have created a personal fundraising page. We want your effort to be an exciting way to support **<ORG NAME>**. There is one important thing you can do right now to help make your effort even more impactful:   1. Recruit more supporters!    * Ask people to ask others to get involved in supporting your effort    * Choose some enthusiastic family members, co-workers and friends! 2. Organize it!    * Consider hosting an outside smaller event where you can share your passion for what **<ORG NAME>** does 3. Communicate    * Use our online email tools as well as your traditional email tools and contacts to promote your effort 4. Support and reinforce    * Promote how easy it is to donate online    * Some “more mature in years” people have a tendency to find online giving difficult. Communicate your ability to take offline gifts 5. Share and Celebrate    * Promote and celebrate every day you get closer to your goal!   If we all team up to fight **<cause or mission>**, we can make a big difference.  Sincerely,  **<Organization Name or Event organizers>** |

## AR: TeamRaiser Third Follow Up

**Description:**

Typically used to encourage FUNDRAISERS.

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| ***DELIVERY TIME***  This email will optionally be sent to the participant 21 days after they have completed their online registration. 21 days is the default setting, however, the administrator can change this setting to the desired interval in the Advanced options of the TeamRaiser.  ***BEST PRACTICES***  This optional email message is intended to encourage fundraising by giving ideas and motivating the participants to continue to fundraise, even after they have reached their goals. | **SUBJECT LINE** |
| Keep Up the Momentum! |
| **MESSAGE COPY** |
| Hi <First\_name>,  Thank you again for creating a personal fundraising page! As you continue to fundraise for **<ORG NAME>**,there are a few things you should keep in mind.  It takes courage to ask people for money. Requesting donations from friends, family, and even strangers can be uncomfortable, especially if you’ve asked them for money before. But you’ve already displayed a lot of courage and passion just by making a fundraising page for your special event! While you are fundraising, please remember the reason that prompted you to support us in the first place**.** Think of fundraising as a personal challenge, but also as a part of the adventure.  **Here are some helpful tips to give your fundraising a boost:**  **Ask your past donors to renew their donation** If you previously created a personal fundraising page, don’t be afraid to ask those donors again. When you ask someone to donate for a cause, you are giving them an opportunity to be a part of the solution. Also, keep in mind that many donors give to the same charity year after year. Talk to your donors about why they should give to **[Organization Name]** every year. In most cases they will not know someone as dedicated to the cause as you are.  **Ask, Ask, Ask!** When you are trying to raise money, the most important thing you need to do is ask for it. It sounds simple, but the fact is, you raise money when you ask for it, and you don't raise money when you don't. And the more you ask, the more money you are going to raise. Make a commitment to ask at least one person today for a donation.  **Keep the momentum up** Once you have begun, keep your fundraising campaign in motion by continuing to [send out emails](http://www.convio.com). Think of at least one new person a day to send an email to. Follow up with every person you’ve asked for a donation. The more money you raise now, the more that we can do TODAY to make a difference for **<CAUSE>.**  Thank you again for your effortsand for supporting **<ORG NAME>**!  Sincerely,  **<Organization Name or Event organizers>** |

## AR: TeamRaiser Fourth Follow Up

**Description:**

Typically used to encourage FUNDRAISERS.

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| ***DELIVERY TIME***  This email will optionally be sent to the participant 42 days after they have completed their online registration. 42 days is the default setting, however, the administrator can change this setting to the desired interval in the Advanced options of the TeamRaiser.  ***BEST PRACTICES***  This optional email message is the final auto-generated follow-up email to participants so should be used to give final fundraising ideas and event reminders. | **SUBJECT LINE** |
| A few final reminders… |
| **MESSAGE COPY** |
| Hi <First\_name>,  Thank you for your support of **<ORG NAME>.** We just wanted to share some ideas to bring in some final donations…  **-keep your family and friends updated of your progress toward your goal**  **-remind people that every donation, large or small, makes a difference**  **-if you’re heading to a family or social event, let your friends and family know about your fundraising efforts and ask if you can email them more information!**  Thank you again for your effortsand for supporting **<ORG NAME>**!  Sincerely,  **<Organization Name or Event organizers>** |

## TeamRaiser Suggested Message Templates

The following section of this questionnaire is for the email messages that are provided to your event participants that they can send to friends and family from their Participant Center. Providing email messages to your participants is an important part of peer-to-peer fundraising. Many individuals are excited about your organization and they are eager to help you achieve your fundraising goals; however, they may be unfamiliar with the details of your organization, and/or they may not know what to say to their friends and family when it comes to asking for support. You can read the default text for these suggested messages below, and make changes that will help your participants represent your organization as they pursue their fundraising efforts. You can create these messages under Step 11 Customize Suggested Messages > Add A Message.

Suggested Message: Please Support Me

**Description:**

This email will appear in the Participant Center for the participant to send to their friends and family. Try and give your fundraisers at least 2 versions of this email to help them get started.

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| --- | --- |
| ***DELIVERY TIME***  The participant will be able to send this message at any time from their Participant Center.  ***BEST PRACTICES***  This is a template email to start a participant in their fundraising efforts. This is basic content they can edit and customize however they like. | **SUBJECT LINE** |
| Please support me |
| **MESSAGE COPY** |
| I recently decided to create a personal fundraising page to raise support for **<ORG NAME>** [in lieu of… in memory of… in support of…]. You may or may not know that the work of **<ORG NAME>** is something that I’m very passionate about. **<ORG NAME>** has made a tremendous impact in **<mission information>** and as you can imagine, it’s something that is dear to my heart.  I am asking you to help by supporting my fundraising efforts with a donation. Your tax-deductible gift will make a difference in the lives of many! It is faster and easier than ever to support this great cause - you can make your donation online by simply clicking on the link at the bottom of this message. If you prefer, you can also send your gift check made out to **<Org name>** to me at the address listed below.   **[Fundraiser’s address here]**  Any amount, great or small, helps in the fight. I greatly appreciate your support and will keep you posted on my progress.  Sincerely,  **[FUNDRAISER’S NAME]** |

Suggested Message: Thank You For Supporting My Effort

**Description:**

This email will appear in the Participant Center for the participant to send to their friends and family who have donated to the event through their Participant Page.

|  |  |
| --- | --- |
| ***DELIVERY TIME***  The participant will be able to send this message at any time from their Participant Center.  ***BEST PRACTICES***  This template email is to thank the donor for their generosity as well as give an opportunity for donor to learn more about the event and organization. | **SUBJECT LINE** |
| Thank you for supporting my effort |
| **MESSAGE COPY** |
| Dear [Donor Name],  Thank you! Thank you for supporting my effort. Thank you for recognizing the importance of the fight against **<cause>**. Thank you for your donation - your gift will help **<mission or impact here>**.  If you want to follow my progress, you can check my personal page any time to see how close I am to achieving my fundraising goal. You can also follow links from that page to learn more about creating your own fundraising page.  Also, if you'd like to learn more about **<org name>,** please visit their[website](http://www.convio.com/).  Thanks again for your donation. I know we are making a difference together for **<cause or mission>**.  Sincerely,  **[FUNDRAISER’S NAME]** |

Suggested Message: Blank Message

**Description:**

This email will appear in the Participant Center. Give the Participant 1 blank message option so they can create their own message from scratch.

|  |  |
| --- | --- |
| ***DELIVERY TIME***  The fundraisers will be able to send this message at any time from their Participant Center.  ***BEST PRACTICES***  This template space is to remind you to always leave the fundraisers a blank option for the fundraisers to create their own message.  The more personal the message the more likely it will be read by the recipient. | **SUBJECT LINE** |
| [Leave Blank] |
| **MESSAGE COPY** |
| [Leak Blank] |

## Milestone Configuration

Milestones for DIY TeamRaiser events should be simple.

* + Emails triggered by fundraising milestones
  + Sample Schedule & Messaging:
    - $100: Thank you for Fundraising!
    - $250: Half Way there!
    - $400: You are almost there!
    - $500: Congratulations!