**Generic Set of Training Emails for Fundraising Leaders v3.0**

**Table of Contents: Generic Fundraising Leader Training Emails (Reps will send to Leaders)** (View the detailed, specific training copy to go on the website that leaders will read when they click on the email links in the Leaders Complete Training Guide)

**Training Emails:**

1. Welcome to GreatMoods! Get to Know your Personalized Website
2. Getting Started - Go Through Links on the Left Section of Our Website
3. Calculate the Money You Can Raise with a GreatMoods Fundraiser
4. Navigating the Website and Understanding the Communications Module
5. Setting up the Members
6. Announcing the GreatMoods Program to the Members
7. Let The Fundraising Begin!
8. Identifying Prospects to Announce Fundraiser to (Friends and Family, Local Businesses etc.)
9. Promoting the GreatMoods Mall
10. Viewing Fundraising Reports and Using the Goal Tracker
11. Ongoing Communication and Support to the Members
12. FAQs

**Other Emails:**

1/13) Friendly Reminder of Fundraiser Ending

2/14) Conclusion of Fundraiser/End of Fundraiser Summary

3) Automated Motivation and Inspiration Weekly Emails (located in separate doc)

4) Seasonal Holiday Emails for all 12 months (located in separate doc)

1. **Welcome to GreatMoods! Get to Know your Personalized Website**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Welcome to GreatMoods! Let’s Get Started!

Hello [insert name],

Welcome to GreatMoods! We’re so excited to have you and [insert organization name] on board for some great online fundraising! We want your fundraising experience to be as smooth and successful as possible, that’s why we are always here if you have any questions you need answered.

[Insert organization name] has its own personalized website. You can see it [here]. This website has all of the information you will need to know about your fundraiser!

It is so exciting to have you on board! Please let me know if you have any questions. At GreatMoods, we are on your team!

Sincerely,

[insert name]

1. **Getting Started - Go Through Links on the Left Section of Our Website**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Time to Get Familiar with Your Website!

Hello [insert name],

The next step for getting ready to fundraise is getting to know your personalized website a little better. First, click on the link to your site [here].

Next, start exploring the different links on the left section of your personal website to get familiar with the site.

The links you should pay special attention to are:

* GreatMoods Mission
* Program Overview & Updates
* Website Account Administration
* Training & Tutorials
* Tools, Forms & Downloads

Exploring the site will help you to better understand how fundraising at GreatMoods works!

Finally, you will soon be able to start fundraising! Let’s get started soon! Let me know if I can do anything to help—we are on your team!

Sincerely,

[insert name]

1. **Calculate the Money You Can Raise with a GreatMoods Fundraiser**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Calculate the $$$$$$ You Can Raise!!

Hello [insert name],

GreatMoods is the BEST way to fundraise! You can’t pass up money next day deposited into your PayPal account! We take care of delivery for you. Remember, 35% of each item sold goes to [insert organization]!

We want you to see how easy it is to meet your fundraising goals. The success calculator allows you to do just that, and calculate the money you can raise with a GreatMoods fundraiser! Click [here] to find out how much money [insert organization] could raise!

It was a smart decision in choosing GreatMoods to start fundraising! Please contact me with any questions!

Sincerely,

[insert name]

1. **Navigating the Website and Understanding the Communications Module**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Understanding the Communications Module

Hello [insert name],

One of the great things about GreatMoods is we have a way of communicating online called the “Communications Module.” You can click [here] to check it out! It is located on the lower left hand corner of the screen.

It is one of the fastest ways to get a hold of me if you have any questions! Another couple of great tools we have for you is the calendar, your to-do list section, and daily/weekly/monthly goals you can set to stay on track! It is also a fantastic way the GreatMoods team stays in touch!

Feel free to start communicating with me through this great tool! I am here to answer any of your questions.

Sincerely,

[insert name]

1. **Setting up the Members**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Setting up Your Members with GreatMoods!

Hello [insert name],

You can set up your members quickly and easily with a GreatMoods account so you can get started with your [insert organization] fundraiser!

The first step in doing this is for each of your group members to set up their own free personalized website so they can start with your [insert organizations]’s fundraiser! Be sure to click on this [link] for full directions on how to do this!

Please let me know if you have any troubles during this process. I am here to help you in whatever you may need!

Sincerely,

[insert name]

1. **Announcing the GreatMoods Program to the Members**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: It’s Time to Announce the GreatMoods Program!

Hello [insert name],

Now YOU get to announce the GreatMoods Program to the members of [insert organization name]!

Make sure to mention that they have the chance to personalize their own websites after they get set up. This includes adding their name, picture, and what/who they are fundraising for! These personalized touches on each member’s website help to convince possible supporters to help your cause!

Good luck! Let me know if you have any questions!

Sincerely,

[insert name]

1. **Let the Fundraising Begin!**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Hi [Name], it’s time to start your first fundraiser!

Hi [insert name],

Content

Sincerely,

[insert name]

1. **Identifying Prospects to Announce Fundraiser to (Friends and Family, Local Businesses etc.)**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Identifying Prospects for GreatMoods!

Hello [insert name],

One of the next steps you must take to have a successful fundraiser is to identify people to announce the fundraiser to. Some prospect ideas would be immediate family, grandmas and grandpas, distant relatives, local businesses, friends, etc., the list is endless!

After all, almost everyone has internet! With the GreatMoods Mall, they always have access to the products that you are trying to sell. It’s easy to reach out to new customers! Just send them an email or write a quick Facebook post using the templates designed by GreatMoods!

Once you identify your customers, know the potential power of online fundraising, and are comfortable with the GreatMoods Mall, you can share a list of ideas with your team. Your team can then contribute to your fundraising project by inviting the people that they know to shop online and raise money for your organization.

The more ideas the members have, the more you will fundraise, and the more money you will collect for [insert organization name].

Good luck!

Sincerely,

[insert name]

1. **Promoting the GreatMoods Mall**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Harness Social Media for Your Fundraiser!

Hello [insert name],

One of the best things about 2015 is the power of social media! So why not use it for GreatMoods fundraising?

Use of social media is increasing throughout all of the generations! Harness the increasing power of social media and use it to your advantage! Facebook, Twitter, or Instagram posts…you name a social media account, and you can probably use it for your GreatMoods fundraiser!

The GreatMoods Mall is something that can be easily promoted to family and friends. Choose an advertising outlet that applies to the changing times and make sure that you take advantage of the power of social media!

The possibilities are truly endless when using social media to promote GreatMoods! Harness these possibilities today!

Sincerely,

[insert name]

1. **Viewing Fundraising Reports and Using the Goal Tracker**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: View Your Fundraising Report Instantly!

Hello [insert name],

GreatMoods wants you to be able to track individual and team success. To accomplish this, we have made a goal tracker! This tracker makes it easy to view each individual’s accounts and reports for all of your fundraising accounts. You will be able to see how each individual member is doing, how much they are selling, and what they are selling right from your own free personalized website!

However, an organization is made up of more than individuals. GreatMoods also wants you to be able to track your team’s success as a whole! The tracker lets you set daily, weekly, monthly, and yearly goals! Once you have a plan set, your team will know what it needs to do to meet their goals.

When you use GreatMoods, you also get to use the tracker. This is a very helpful tool, and will help your team to succeed in reaching your goals! Click on this [link] to take a look!

Sincerely,

[insert name]

1. **Ongoing Communication and Support to the Members**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Don’t Forget to Support Your Members!!

Hello [insert name],

Supporting your members is one of the key elements to having a successful fundraiser. Staying in touch with your team and encouraging them is a great way to do this!

By letting your members know that their fundraising will trulymake a difference is a great starting point. Make them feel like they have an essential role in reaching this goal you have set and you will go far! You can never give enough encouragement!

Please let me know if you have any questions!

Sincerely,

[insert name]

1. **FAQs**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Have Questions? Check Out Our FAQs Section!

Hi [insert name],

Sometimes questions come up during fundraisers. How do you start a fundraiser, how do you promote your fundraiser, how may of the profits go directly to our group... The list goes on and on. Did you know that GreatMoods has an FAQ section on our website to help answer any question that you may have? Check it out at [link]!

GreatMoods is here to help you in whatever way we can; part of this is by answering your questions! If your question doesn’t appear in the FAQ section of the website, feel free to contact us directly! After all, GreatMoods is here to help you and your team!

Thank you for using GreatMoods, and remember to check out our FAQ section!

Sincerely,

[insert name]

**Other Emails**

1. **Friendly Reminder of Fundraiser Ending**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Your Fundraiser is Ending SOON!

Hello [insert name],

This is just a friendly reminder that you only have 2 weeks left of your [insert group] fundraiser! Are you doing everything you can to support your members so they are able to reach their goals?

At this time, you should be reminding the members if they haven’t done so already, to tell their friends and family to check out the GreatMoods Mall. Supporters are bound to find something they will love at the GreatMoods mall, and at the same time they will be helping your fundraiser! Time is running out, but we know you can do it!

If you ever need anything please let me know! Your almost there!

Sincerely,

[insert name]

1. **Conclusion of Fundraiser/End of Fundraiser Summary**

Date Email is Sent: [insert date]

Specify Day of the Week to Send if Necessary: [insert day]

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject Line: Congratulations!

Hello [insert name],

I’d like to say great job on putting on a successful fundraiser for the [insert group]! Your hard work, dedication, and ongoing support made this fundraiser a great one. To view your results, please click [here].

Thank you, again, for completing a fundraiser with myself and GreatMoods. Let me know if you would like to start another fundraiser with us! We are always cheering you on and would love to work with you again!

Please let us know if you need any assistance. We are here for you whenever you need anything or have any questions. Way to go!

Sincerely,

[insert name]