Generic Set of Training Emails for Friends & Family v1.1

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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 your GreatMoods experience! We are so glad that you have decided to use GreatMoods to assist [insert group’s name]’s fundraising goals! GreatMoods wants your purchasing experience to be as positive as possible; that’s why we would love to assist in any way that we can!

[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 and what you can do for it!

It is so exciting to have you on board! Please let me know us you have any questions. GreatMoods wants to make your fundraising experience as positive as possible!

Sincerely,

The GreatMoods Team

2) Learning More about the GreatMoods Fundraising Program

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: Get to Know the GreatMoods Program!

Hello [insert name],

The next step for getting ready to help [insert group’s name] fundraise is getting to know their personalized website a little better. First, click on the link to their site [here].

Next, start exploring their personalized website by clicking around on the different links on the left section of your personalized website. Exploring the site will help you to better understand how you can help [insert name]’s team fundraise at GreatMoods!

I would love to help you know the GreatMoods program and how to support [insert name]’s fundraiser better. Please shoot GreatMoods an email if you have any questions!

Sincerely,

The GreatMoods Team

3) Supporting Fundraising Websites

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 Role as a GreatMoods Fundraising Supporter

Hello [insert name],

Knowing your role for GreatMoods helps the fundraising process go smoothly. GreatMoods has three mission statements that we want to help every organization achieve:

Be Kind – to those in need of help

Do Good – for Individuals, Groups, Organizations and Communities

Achieve Happiness & Success – for every Goal, Vision, Dream or Mission

Your job as a GreatMoods fundraising supporter is to serve as a connection between the community and the GreatMoods program. In that way, you can help [insert team’s name] and GreatMoods do the best that it can and reach [insert team’s name]’s goal.

Please let us know if you have any questions. Remember that I am always here to help in whatever way we can!

Sincerely,

The GreatMoods Team

4) 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: Get Comfortable Using the Communications Module!

Hello [insert name],

One of the ways that GreatMoods wants to help [insert team name] achieve maximum fundraising is through the communications module!

The communications module is a great way to get a hold of anyone- the GreatMoods headquarters, friends, supporters, their team... Additionally, the GreatMoods communication module is a great way to stay organized! The communications module has daily/weekly/monthly goals that you can set.

The communication module is just another of the great tools that GreatMoods supplies to help its supporters stay organized as they go through the fundraising process. If you have any questions, feel free to get it touch with GreatMoods! We want to help however we can!

Sincerely,

The GreatMoods Team

5) Personalize Your 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: Personalize Your Website Today!

Hello [insert name],

One way that GreatMoods makes fundraising more personal is by letting you personalize your own website!

To start, make sure that you are comfortable navigating through the website and then, follow a few simple steps! All you need to do is fill in the basic fields that are relevant to yourself!

You can even show greater support to [insert team’s name] by promoting their fundraiser on your page! You can add the name of the organization, the message or purpose for their fundraiser and some pictures! Click [here] to view some sample sites.

If you have any questions or are having trouble with the website, GreatMoods is always here to help!

Sincerely,

The GreatMoods Team

6) Identifying Prospects to Announce Fundraisers to other Potential Supporters

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 Potential Supporters for Fundraisers

Hello [insert name],

There are multiple things that help the GreatMoods team help [insert organization name] succeed in their GreatMoods fundraiser. The first thing is by expanding their ability to find possible supporters to purchase products from the GreatMoods Mall!

[insert organization name] starts by establishing several prospects, such as grandparents, aunts and uncles, family, friends, even local businesses! Once those prospects are established, it’s easy to expand the radius even more! After all, it’s all done online!

I am always here to support you and help you find products on the GreatMoods Mall! Good luck, have fun, and let me know if you need any help!

Sincerely,

The GreatMoods Team

7) 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: Check Out the GreatMoods Mall!

Hello [insert name],

Promoting GreatMoods is an essential part of our fundraising. With online outlets becoming so popular, why not harness social media to promote the GreatMoods Mall?

Use of social media is increasing throughout all of the generations! Facebook, Twitter, or Instagram posts…you name a social media account, and you can probably use it to promote [insert organization name] GreatMoods fundraiser!

The GreatMoods Mall is something that can be easily promoted to family, friends, and even businesses. 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,

The GreatMoods Team

8) Ongoing Communication with Fundraisers

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: Check Fundraisers’ Websites to See Their Progress!

Hello [insert name],

Did you know that one of the things you can do is check [insert organization name]’s fundraising process to see how it’s going? In this way, you know what [insert organization name] has done so far and how much they have left to fundraise!

This is an exciting new prospect in fundraising! Every time [insert organization name] gets a new fundraiser or makes progress in their fundraiser, you can see it. This helps you know how close they are to their goal!

GreatMoods is always here to help [insert organization name] achieve their fundraising goals; now you can see how they achieve their fundraising goals too! As always, let GreatMoods know if you have any questions! We am here to serve you.

Sincerely,

The GreatMoods Team

9) 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!

Hello [Insert name],

Sometimes questions come up during fundraisers. How does you support a fundraiser, how do you make purchases at the GreatMoods Mall, how may of the profits go directly to [insert group name]... 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 [insert organization name] 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 GreatMoods directly. After all, we are here to help you!

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

Sincerely,

The GreatMoods Team

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: The Fundraiser You are Supporting is Coming to an End!

Hello [insert name],

On [insert date], the fundraiser for [insert name] comes to an end. You have been so awesome during this whole process; we want to thank you for helping [insert organization name] reach their goals.

We would just like to take this opportunity to remind you that, with our fundraising ending also ends your opportunity to purchase from the GreatMoods Mall. Keep looking on the GreatMoods Mall for awesome things to buy for both yourself and your friends and family!

As always, contact GreatMoods with any questions that you may have! We want to make your fundraising support as positive as it can be!

Sincerely,

The GreatMoods Team

2) 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: Thank You for Supporting Fundraisers with GreatMoods!

Hello [insert name],

[insert organization name]’s fundraiser has come to an end! We’d like to thank you again for using GreatMoods to help [insert organization name] fundraise. We are happy with their fundraiser’s success, and a lot of it is because of you!

Because [insert organization name] found so much success with this fundraiser, GreatMoods would encourage you to use the GreatMoods Program in future fundraisers for your groups and organizations. Because we are so good about working with you, it is sure to be a great fundraiser!

Thank you for your support during this fundraising time! [insert organization name] is so happy that this fundraising has gone so well- a lot of it is due to you!

Sincerely,

The GreatMoods Team