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

Table of Contents: Generic F&F Training Emails (Members will send to Friends and Family, etc.) (View the detailed, specific training copy to go on the website that supporters will read when they click on the email links in the FF Complete Training Guide)

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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! I’m so glad that you have decided to shop at GreatMoods to assist [inset group’s name]’s fundraising goals! I want your purchasing experience to be as positive as possible; that’s why I would love to assist in any way that I 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 our fundraiser and how you can help!

It is so exciting to have you on board! Please let me know if you have any questions. I want to make your shopping experience as positive as possible!

Sincerely,

[insert name]

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 fundraise is getting to know our personalized website a little better. First, click on the link to our site [here].

Next, start exploring our personalized website by clicking around on the different links on the left section of our personalized website. Exploring the site will help you to better understand how you can help with fundraising at GreatMoods!

I would love to help you know the GreatMoods program and how to support our fundraiser better. Please shoot me an email if you have any questions!

Sincerely,

[insert name]

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 they 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 your community and the GreatMoods program. In that way, you can help our team do the best that it can and reach our goal.

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

Sincerely,

[insert name]

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 us 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, our team... Additionally, the GreatMoods communication module is a great way to stay organized! The communications module has daily/weekly/monthly goals you can set.

The communication module is just another great tools that GreatMoods supplies to help us stay organized as we fundraise. If you have any questions, feel free to get it touch with me! I want to help however I can!

Sincerely,

[insert name]

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,

[insert name]

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 you can do to help our team succeed in our GreatMoods fundraiser. The first thing is by expanding our ability to find possible supporters to purchase products from the GreatMoods Mall!

You can start by establishing several prospects, such as grandparents, aunts and uncles, family, friends, even local businesses! A great thing about GreatMoods is that it’s totally feasible to expand the radius; 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,

[insert name]

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 our 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]

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 our fundraising process to see how it’s going? In this way, you know what we have done so far and how much we have left to fundraise!

This is an exciting new prospect in fundraising! Every time we get a new fundraiser or make progress in our fundraiser, you can see it. This helps you know how close we are to our goal!

GreatMoods is always here to help us achieve our fundraising goals; now you can see how we achieve these fundraising goals too! As always, let me know if you have any questions! I am here to serve you.

Sincerely,

[insert name]

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 do you support a fundraiser, how do you make purchases at the GreatMoods Mall, how may of the profits go directly to the 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 me directly; I will then forward your question to GreatMoods! After all, GreatMoods is here to help us!

Thank you for using GreatMoods, and remember to check out the 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: The Fundraiser You are Supporting is Coming to an End!

Hello [insert name],

On [insert date], our fundraiser for [insert name] comes to an end. You have been so awesome during this whole process; we want to thank you for helping us reach our 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 me with any questions that you may have! I want to make your fundraising support as positive as it can be!

Sincerely,

[insert name]

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],

Our fundraiser has come to an end! We’d like to thank you again for using GreatMoods to help us fundraise. We are happy with our fundraiser’s success, and a lot of it is because of you!

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

Thank you for your support during this fundraising time! We are so happy that this fundraising has gone so well- a lot of it is due to you!

Sincerely,

The GreatMoods Team