**Generic Set of Training Emails for Members v2.2**

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**Training Emails**

**Email 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 glad that you and [insert organization name] have decided to fundraise with us, and you will be too!

The first thing we’d like to do is to get you comfortable navigating through your personalized website. You can see it [here]. This website has all of the information you and your supporters will need to know about your fundraiser!

There are so many other great features of GreatMoods that you will be able to utilize once it comes time to start your fundraiser!

Please let us know if you have any questions or concerns. At GreatMoods, we are here to serve you and make your fundraising experience easy, fast, and fun!

Sincerely,

The GreatMoods Team

**Email 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: []

Season: []

ID/Schema: []

Subject Line: Get to Know the GreatMoods Program!

Hello [Insert name],

Now that [insert organization] has decided to let GreatMoods help you fundraise more effectively, it’s time to get to know the GreatMoods program better!

By accessing our online website, [insert website], you’ll see how you can use the GreatMoods program more effectively. You can calculate your success with the GreatMoods calculator, browse the GreatMoods Mall, or get tips on effective fundraising!

The possibilities are truly endless. After all, GreatMoods promises to work with you to maximize fundraising!

Thank you for choosing GreatMoods. Please do not hesitate to contact me with any questions or concerns that you might have. We are here to help you!

Sincerely,

The GreatMoods Team

**Email 3: 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: []

Season: []

ID/Schema: []

Subject Line: Calculate Your Success with the GreatMoods Calculator!

Hello [Insert name],

Did you know that GreatMoods makes it easy for you and your team to calculate your potential fundraising? This feature is called the GreatMoods Calculator; follow this [link] to check it out!

GreatMoods is committed to working with you to achieve success. Not only do we track your individual success, we can also track the team’s success. When your team’s success is added up, you will see how much you can potentially raise with GreatMoods.

Not only does GreatMoods help you with fundraising, we also calculate your success. Check out our GreatMoods calculator today. GreatMoods wants to help you achieve maximal fundraising!

Sincerely,

The GreatMoods Team

**Email 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],

GreatMoods wants you to be able to communicate quickly and easily with supporters, members, leaders, and your fundraising representative. To accomplish this, we want you to get comfortable with the communications module!

On your fundraising website you have to opportunity to keep track of all of your supporters and easily text and email them through your website!

When you use GreatMoods, you also get to use the communications module. This will be a very helpful tool in your fundraising process. Click [here] to take a look!

Sincerely,

The GreatMoods Team

**Email 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],

Personalizing your website is an exciting experience and such a fun opportunity! This website has all of the information you and your supporters will need to know about your fundraiser!

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

You can add the name of your organization, the message or purpose for the fundraiser and you can also add pictures! Click [here] to view some sample sites.

If you have any questions or are having trouble with your website, we are always here to help!

Sincerely,

The GreatMoods Team

**Email 6: Identifying Your 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: Identify Your Supporters

Hello [Insert name]!

There are multiple things to help you and [insert organization] to succeed in your GreatMoods fundraiser. The first thing is your ability to find possible supporters to purchase products from the GreatMoods Mall!

When starting out, try to establish several prospects, such as grandparents, aunts and uncles, family friends, even local businesses! The great part about this fundraiser is you don’t need to limit you radius, it’s all done online!

We are always here to support and help you find new leads for your fundraiser! Good luck and have fun!

Sincerely,

The GreatMoods Team

**Email 7: Announcing Your Fundraiser to 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: Announce Your Fundraiser to New Supporters!

Hello [Insert name],

Finding new supporters for your fundraiser is such an exciting accomplishment! After you have finished setting up your personalized website, it is now time to announce the GreatMoods Program to your supporters!

Reaching out to your family and friends is great place to start when announcing your fundraiser! Social media is also an easy way to reach out to new possible supporters every day!

All you need to do is provide your supporters with the link to your website so they can learn about your cause and support you. Here is your personal website link to share with others [insert link]!

Promote your goals and mission and gain new prospects every step of the way! Have fun and good luck!

If you have any questions or need help with anything, we’re here to help!

Sincerely,

The GreatMoods Team

**Email 8: 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],

As a member, promoting the GreatMoods Mall to your supporters is very important! At our GreatMoods mall, we have a wide variety of products and gifts for every season, reason, and occasion.

This makes for a perfect year-round fundraiser because it offers the chance for people to order products for themselves or as gifts for others. You can easily promote by posting a status on Facebook and Twitter or adding a picture on your Instagram of some of our fun merchandise!

We have prewritten material for you to post! This makes it easy for you to promote your fundraiser and for new supporters to learn about your personal fundraising goals!

To learn more about how to promote the GreatMoods Mall, please click [here] to view our specific training instructions and video!

Sincerely,

The GreatMoods Team

**Email 9: 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: Utilize Your Tools, Like the Goal Tracker!

Hello [Insert name],

GreatMoods wants you to be able to track individual and your team’s success. To help with this, we have made a goal tracker! This tracker makes it easy to view each individual’s accounts and reports!

You will be able to see how each individual member is doing, how much they are selling, and what they are selling. However, an organization is made up of more than individuals. GreatMoods also wants you to be able to track the team’s success. The tracker lets you set daily, weekly, monthly, and yearly goals. Once you have a plan, your team will know what it needs to do to meet [insert organization]’s goals.

When you use GreatMoods, you also get to use the tracker. This will be a very helpful tool in your fundraising process. Click [here] to take a look!

Sincerely,

The GreatMoods Team

**Email 10: Ongoing Communication with 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: Keep Up with Your Fundraiser Supporters!

Hello [Insert name],

In order to ensure a successful fundraiser, it is important to keep up communication between you and your supporters. Be sure to remind them consistently of your goals, and how they’re coming along.

Tell them about our GreatMoods Mall! It doesn’t hurt to suggest products specific to your supporters. Show them the variety of products we have available, especially the new products added constantly!

Please do not hesitate to contact me with any questions or concerns you may have. GreatMoods is here to support you!

Sincerely,

The GreatMoods Team

**Email 11: 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 begin a fundraiser, how do you let others know about 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,

The GreatMoods Team

**Other Emails**

**Email 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: Keep Up the Good Work, Your Fundraiser is Coming to an End!

Hello [Insert name],

Your fundraiser is coming to an end, and we want you to reach the goals that you have set! Keep communicating with your supporters and let them know their opportunity to contribute to this fundraiser is coming to a close.

Tell them about our GreatMoods Mall and suggest products they might like. Keep updating your Facebook and Twitter feeds and remind your friends and family to support [insert organization].

Please do not hesitate to contact me with any questions or concerns you may have. You’re doing a great job, keep up the good work! GreatMoods is here to support you!

Sincerely,

The GreatMoods Team

**Email 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: Congratulations on the Conclusion of [insert organization]’s Fundraiser!

Hello [Insert name],

Your fundraiser has come to an end! We’d like to thank you again for using GreatMoods to help you fundraise. We are happy with your fundraisers success!

Because you found so much success with this fundraiser, we would encourage you to use the GreatMoods Program in future fundraisers for your groups and organizations.

Please feel free to contact me with any future fundraising needs! Congratulations on your successful fundraiser, you worked hard and we hope [insert organization] benefits greatly!

Sincerely,

The GreatMoods Team