**Generic Set of Recruiting & Training Emails for Reps v3.2**

**Table of Contents: Generic Representative Training Emails** (View the detailed, specific training copy to go on the website that reps will read when they click on the emails)

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2) Welcome to GreatMoods! Get to Know your Personalized Website

3) Getting Started - Go through Rep/Rep Section *(this email similar to previous, but same for training)*

4) Calculate What You Can Earn as a GreatMoods Representative

5) Navigating the Website and Understanding the Communications Module

6) Identifying Your Prospects

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**Training Emails**

**Email 1: Recruiting Email to Get the Representative on Board/Welcome to the GreatMoods 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: Hi [Name], Thank you for showing interest in GreatMoods!

Hello [insert name],

We have received your resume and think that you will be a great addition to our Fundraising Representative team! At GreatMoods our mission is to:

* **Be kind-** to those in need of help.
* **Do good-** for individuals, groups, organizations, and communities.
* **Achieve happiness and success-** for every goal, vision, dream or mission.

GreatMoods is a new, innovative online fundraising experience! We help all groups and organizations reach their fundraising goals, and provide everyone with their own free personalized website!

Traditional fundraisers lack options. At GreatMoods, supporters have the option to shop at our diverse GreatMoods Mall with over 60 different stores! 35% of each purchase goes into the group or organization’s PayPal account!

As a Sales Representative, you would be setting up schools, groups, and organizations in your area with their own FREE online fundraiser. What are the perks of being a Sales Representative for GreatMoods?

* You receive 6% of all sales!
* Cash is deposited into your secure PayPal account 24/7, 365 days a year!
* All accounts you set up are yours! Just support and maintain the account’s membership.
* Work hours & location are totally flexible in this virtual world with emailing and texting.
* We are here to support you 100%

At this time, you can review our GreatMoods Program [here]. There, you can calculate your future success you will have with GreatMoods!

We would love to have you on our team, to fill out an application click [here]

We are excited to get started with you!

Sincerely,

GreatMoods Team

**Email 2: 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 the GreatMoods Team, [Name]!!

Hello [insert name],

Congratulations on joining our team! The next step is to get to know your personalized website here: [insert link]

As a GreatMoods Sales Representative, you job consists of going into schools or organizations and signing them up for our free online GreatMoods fundraising program. This could include school sport teams, clubs such as band or choir, church groups, etc.! The possibilities for fundraisers you could set up are endless!

Once a team or organization says “yes,” to our program, your responsibility will be to set up the organization with a PayPal account and provide them with the correct material to get started on their fundraiser!

Congratulations, again!

Sincerely,

The GreatMoods Team

**Email 3: Getting Started! Going through the Rep/Rep Section**

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: Getting started with GreatMoods!

Hello [insert name],

It’s time to get started with GreatMoods! We want to make sure you are completely comfortable with our Representative section. It is important to become familiar with this part of the GreatMoods website as it has everything you will need.

We would also suggest that you look through our GreatMoods Mall. This way, you will be knowledgeable about the variety of stores and the different products we offer! To learn more about our website and using the GreatMoods Mall, click [here].

If you have any questions, please let us know. We are always here to help!

Sincerely,

The GreatMoods Team

**Email 4: Calculate What You Can Earn as a GreatMoods Representative**

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 your income with GreatMoods!

Hello [insert name],

We are excited to have you on board at GreatMoods! We see success in your future, and you can too using our income calculator!

One of the most exciting parts of being a GreatMoods Representative is being able to calculate your success with our income calculator. To determine how much you could earn please click [here]!

Using our income calculator is easy to use, follow these steps:

1. **Number of My Accounts**: Simply enter in the number of schools, churches, or organizations you plan to meet with to set up fundraisers.
2. **Number of Groups per Acct**: Complete the next box by estimating how many clubs, teams, or groups within the school/church/organization you plan to set up.
3. **Number of Members per Group**: Next enter in the average number of students in each club/team/group.
4. **Participating Percent of Members**: In the next box, fill in the realistic number of participating students you believe will partake in the fundraiser. *Example: 75 (75%) please enter whole numbers*
5. **Items Sold Per Participant**: Then fill in the number of GreatMoods Mall products you believe each participant will sell. *(2-5 is a conservative number to start).*
6. **Fundraisers Per Year**: Fill in the amount of fundraisers you believe they will plan to participate in each year with GreatMoods.

You can play around with it, make goals, and get excited!

Sincerely,

GreatMoods Team

**Email 5: Navigating the GreatMoods Website and using 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 GreatMoods communication module!

Hello [insert name],

The next step in becoming a GreatMoods Representative is becoming familiar with our Communications Module and the tools it offers!

This Module has everything you need to communicate successfully with your accounts and keep yourself organized! It includes: pre-written emails, a contact directory, to-do lists, a calendar, and training videos!

Our goal is for you to utilize this Module to support your accounts. This Module provides you the tools that you need to succeed!

To learn more about our Communications Module and how to use it, please click [here].

Sincerely,

The GreatMoods Team

**Email 6: Identifying Your Prospects**

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: [Name], it’s time to identify your prospects!

Hi [insert name],

An important part of your success as a GreatMoods Fundraising Representative is your eagerness to identify prospects in your area, meet with them, and pitch the GreatMoods program!

To do this, start with identifying 4-5 prospects to set up in your surrounding area. These prospects can be school teams/clubs, church groups, or other organizations.

If you already have organizations in mind, feel free to start with those you already know and feel comfortable with.

To learn more about how to identify prospects please click [here].

Sincerely,

The GreatMoods Team

**Email 7: Setting up the First Meeting With Your Prospects**

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 the First Meeting with Your Prospects!

Hello [insert name],

It is finally time to start communicating with your prospects! After you have a set list of prospects you would like to set up GreatMoods Fundraisers with, you will need to set up a meeting! This is where you will be able to explain our program and goals!

Requesting a meeting is easy! Visit our website to view a pre-written script for what to say when calling your prospective accounts. Remember, that is only a guide, feel free to personalize what you say and make it your own!

Once you have found an account willing to meet with you, it is time to set up their website account banner! It is helpful to show the accounts their potential website during your presentation. Click [here] for more information about setting up your first meeting as well as the accounts website.

If you have any questions, please let us know! We are always willing to help you with whatever you need! ☺

Sincerely,

The GreatMoods Team

**Email 8: Understanding How to Present the GreatMoods Program Presentation to Prospects**

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 how to present the GreatMoods Fundraising Program

Hello [insert name],

Presenting the GreatMoods Program to your prospects is exciting! That means you are one step closer to gaining a new fundraising account!

There are a variety of resources available that you can use to help you give your presentation. These include:

* [PowerPoint] overviewing our program
* A one page [flyer] you can use as a hand out
* Pre-written [scripts] guiding you through your oral presentation

Whether you are giving the presentation in person or over the phone, it is important to show your prospects these materials. Being prepared and knowledgeable is a key component in your success as a Representative!

To learn more about our presenting our program to your prospects, please click [here]!

Sincerely,

The GreatMoods Team

**Email 9: How to Set up Your Account after they say “Yes!”**

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 New Fundraising Accounts after They Say “Yes!”

Hello [insert name],

Gaining a new fundraising account is an exciting accomplishment! We recommend that the first thing you do is to identify who the fundraising leaders are going to be, and get them set up with their own free fundraising website/s!

Once you have set up the leaders, it is their job to set up all of their members with their own websites. Next, inform the leaders to set their own annual fundraising goals and what they would like to accomplish during their fundraiser with GreatMoods on their website.

To learn more about how to set up new fundraising accounts, please click [here] to view our training instructions and video.

At GreatMoods, we are here to help you reach your goals! We are dedicated to helping you succeed! Please contact your Sales Coordinator if you have any questions.

Sincerely,

The GreatMoods Team

**Email 10) Announcing the GreatMoods Program to the Members, Friends & Family**

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: Announcing the GreatMoods program to members

Hello [insert name],

After you have finished setting up your fundraising account and its leaders, it is now time to announce the GreatMoods Program to the members!

Each member can personalize their own website in a variety of fun ways. They can set their own fundraising goals, explain their fundraiser in their own words, upload their own personal pictures, create photo collages, and enter in favorite quotes to be displayed on their page!

Once your group/organization members have their websites set up and completed, they can contact their friends, family, and business prospects to inform them of their fundraiser!

To learn more about explaining the GreatMoods Program to prospects, please click [here] to view our training instructions and video!

Sincerely,

The GreatMoods Team

**Email 11) 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,

The GreatMoods Team

**Email 12) Ongoing following up, Retaining, and Managing your Accounts**

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], learn how to manage your GreatMoods accounts!

Hi [insert name],

Once your account has started fundraising, it is very important as a representative to regularly check in and follow up with your account leaders. This should be done 1-3 times per week to make sure they have everything they need!

If a leader or fundraising member comes to you with questions or concerns, we ask that you please get back to them in a timely manner. Replying within 24 hours would an appropriate time frame. We realize that you may not have the answer to every question, and that is what your sales coordinator is for! They will get back to you as soon as they can with your answers!

To learn more about how to follow up, retain, and manage your GreatMoods accounts, please click [here] to view our specific training instructions and video.

Sincerely,

The GreatMoods Team

**Email 13) Viewing Accounts, 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: Hi [Name], view your reports and utilize the goal tracker!

Hi [insert name],

With our program, we make it easy to view all of your reports for your fundraising accounts. When viewing your reports, you can see how each individual member is doing, how much they are selling, and what they are selling.

We also want you to be able to track your success! That is why we have created a goal tracker so you can visually see your goals each day. The goaltracker lets you set daily, weekly, monthly, and yearly goals!

To learn more about how to view your accounts, reports, and to use the goal tracker, please click [here] to view our specific training instructions and video.

Sincerely,

The GreatMoods Team

**Email 14) 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: Hi [Name], Learn All About Promoting the GreatMoods Mall!

Hi [insert name],

Promoting the GreatMoods Mall to potential supporters is very important! It is essential for members to be well-informed about the wide variety of stores. This will help them to reach their fundraising goals. It is also important for members to promote to potential supporters.

Members can do this by simply posting a status on their Facebook, Twitter or other social media accounts. Including a link to their personal fundraising website makes it easy for potential supporters to learn more about their goals!

The best part is, we are always offering new and exciting merchandise frequently throughout the year! Be on the lookout for seasonal products to promote that are released before each holiday.

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 15) Becoming a Successful Sales Representative**

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, You Have Completed All Your Training!

Hi [insert name],

Content

Sincerely,

The GreatMoods Team

**Email 16) 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 make a sale, how do you report this sale, how may of the profits go directly to our team... 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: Hi [Name], your fundraiser is coming to an end!

Hi [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 them so they are able to reach their goal?

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 to find a product they love to support their fundraiser! Your fundraiser is coming to a close!

If you ever need anything please let us know! Someone is available to answer whatever questions you may have! You can do it!

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: Hi [Name], great job on a successful fundraiser!

Hi [insert name],

Congratulations on a successful fundraiser for the [insert group]! Your hard work, dedication, and ongoing support made this fundraiser a great one. To view [insert group] fundraiser’s results, you can click [here]!

Again, it is important to follow up with this account and thank them for completing a fundraiser with yourself and GreatMoods. You can also suggest or recommend another fundraiser they could start with us. Let the leaders and members know that you are there to support them, you are cheering them on, and you hope to work with them again soon!

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,

The GreatMoods Team