12 Seasonal Emails for Fundraising Leaders

January Email

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], Begin the New Year Right with GreatMoods!

Happy New Year, [Name]!

The New Year is a time for resolutions. Perhaps one of your resolutions is to increase fundraising! This is a great time to fundraise!

How often do you discuss New Year’s resolutions with others? GreatMoods is a great point to bring up when discussing these resolutions! At the GreatMoods Mall we have everything from athletic clothing and gym bags to board games to help increase time spent with family!

Follow this [link] to see what products the GreatMoods Mall has! The New Year is the perfect time for fundraisers and resolutions.

Let GreatMoods help you! Have a happy New Years!

Sincerely,

The GreatMoods team

February Email

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: How’s the New Year Going, [Name]?

Hi, [Name]

February is the perfect time to look at how your New Year goals are shaping up. Maybe one of your goals in the New Year was to increase fundraising! Let GreatMoods help you achieve that!

Remind your supporters that we are constantly putting up new products at the GreatMoods Mall! With the wide variety of stores and products, your group’s supporters are destined to find something that will help them maintain their resolutions!

Check out the GreatMoods Mall at [link] so you can help your supporters become familiar with the products the GreatMoods Mall has to offer!

Now is also a great time to let others know about all our wonderful products that they can give to their sweethearts for Valentine’s Day this month!

Keep sight of your goals in the New Year, we’re here to help!

Sincerely,

The GreatMoods team

March Email

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: Happy Spring, [Name]!

Hi [Name],

Spring is finally here, and what better way to celebrate than to increase fundraising? We are constantly putting new products up at the GreatMoods Mall for [insert organization name]’s supporters!

Research what products you think are new and interesting and bring them to the attention of your supporters! Encourage them to go to the GreatMoods Mall, and check out the new products for spring! This helps you and your fundraising team to achieve maximal success!

Visit the GreatMoods Mall [here] to check out new products! With this new season, comes a new realization of goals.

GreatMoods is here to help you!

Sincerely,

The GreatMoods team

April Email

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 a GreatMoods Easter!

Hello [Insert name],

Happy Easter! Spring is a wonderful time to increase fundraising. Be sure to encourage your supporters to check out the GreatMoods Mall for a variety of fun Easter candy! Spring time gives people a perfect reason to shop at the GreatMoods Mall!

Follow this [link] to check out the GreatMoods Mall and view our new products!

Please contact us if you have any questions. After all, we’re here to support you! Have a great Easter!

Sincerely,

The GreatMoods Team

May email

Date Email is Sent: [insert date]

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

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject: Show Mom Some Appreciation with the Help of GreatMoods!

Hello [Insert Name]

As you know, Mother’s Day is approaching quickly! This holiday is a perfect opportunity for you to suggest new products to your supporters from the GreatMoods Mall!

Beautiful, sentimental gifts for Mother’s Day will give you the extra kick you need to make your fundraising goals! This means success for your team.

Follow this [link] to check out the GreatMoods Mall and view our new products.

We are here for you, have a happy Mother’s Day!

Sincerely,

The GreatMoods Team

June email

Date Email is Sent: [insert date]

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

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject: Summer Fun Has Begun!

Hello [insert name]

Summer is here and you know what that means? New, fabulous summer merchandise from the GreatMoods Mall! Summer is a great season to impress your current supporters. This season also gives you a great opportunity for getting new supporters as well!

Set out to be the best you can be this summer and introduce new people to our GreatMoods program!

Follow this [link] to check out the GreatMoods Mall and view our new hot products! Have a great summer!

And remember to direct your supporters to all the great products for Dad this Father’s Day!

GreatMoods is on your team, we are always here to answer any questions you may have!

Sincerely,

The GreatMoods Team

July email

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], Celebrate the 4th of July with a GreatMoods Gift!

Hi [insert name],

A great way to celebrate the 4th of July is with a gift from GreatMoods! This is an ideal time to increase fundraising!

Another way you can spread the word about your GreatMoods fundraisers would be when you gather with friends and family for summer cookouts and fireworks!

At GreatMoods, we have something for everyone! Be sure to check out the following [link]!

We are here for you every step of the way! Let us know if you have any questions!

Sincerely,

The GreatMoods Team

August email

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], Fall is Approaching Quickly, Time to Start Fundraising!

Hi [insert name],

Where did the time go? While it is sad to see summer go, August is a great time to increase fundraising! As summer comes to a close, the start of school is on everyone’s mind! This is a great opportunity for you to bring GreatMoods to the attention of your supporters! Be sure your supporters are not caught without fall necessities!

The GreatMoods Mall has a wide variety of fall items! This is the perfect time to start thinking about potential fundraising. Be sure to check out the [GreatMoods Mall].

GreatMoods is here to help you! Happy selling!

Sincerely,

The GreatMoods Team

September email

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], Celebrate September with More Money in Your Pocket!

Hi [insert name],

Labor Day has come and gone, and the kids are back to school! September presents a great opportunity to meet with your supporters and encourage fundraising! After all, there is excitement in the air at the beginning of each new school year, so be sure to take advantage of that!

Supporters want a wide variety of products to fit their needs. GreatMoods has just the thing!

Follow this [link] to check out the GreatMoods Mall!

We’re on your team! Please contact us with any questions you may have!

Sincerely,

The GreatMoods Team

October email

Date Email is Sent: [insert date]

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

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject: Boo! [Name], Did We Scare You?

Hello [insert name]

Halloween is just around the corner! GreatMoods Mall has plenty of merchandise to help your supporters celebrate this spooky holiday! People do a lot of hosting this time of year; it is the perfect opportunity to highlight the GreatMoods Mall merchandise! This time of year is also a great time to bring in new supporters!

Follow this [link] to check out the GreatMoods Mall and view our new fall products! Enjoy your fall!

GreatMoods is here to answer any questions you may have!

Sincerely,

The GreatMoods Team

November email

Date Email is Sent: [insert date]

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

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject: Happy Thanksgiving!

Hello [insert name]

What are you thankful for? GreatMoods is thankful for your support! This holiday is a great opportunity to increase fundraising. Remind your supporters about our GreatMoods Mall. We have everything from sweets to scarves! After all, the holiday season is a perfect time to increase fundraising!

Follow this [link] to check out the GreatMoods Mall and view our new products! Have a happy Thanksgiving!

We are on your team! Please contact us with any questions or concerns!

Sincerely,

The GreatMoods Team

December email

Date Email is Sent: [insert date]

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

Email Type: [Kickoff]

Season: []

ID/Schema: []

Subject: Happy Holidays!

Hello [insert name]

The holiday season is upon us and it’s our favorite time of year! This is a perfect time to increase fundraising.

Your supporters are bound to be hosting fun holiday parties! The GreatMoods Mall has a variety of products that you can highlight for holiday events!

This is also the peak of the cyber shopping season! People are shopping for multiple reasons, and with the vast number of options available for them at the GreatMoods Mall, they will definitely leave the site a satisfied customer!

Set some goals for the holiday season and introduce new people to our GreatMoods program!

Follow this [link] to check out the GreatMoods Mall and view our new holiday products!

We are always here to answer any questions you may have!

Sincerely,

The GreatMoods Team