

**Email Best Practices**

**The importance of messaging your fundraiser**

Email is the most effective method of sharing your fundraiser. The shelf life of an email outlasts most all other methods of engagement. A single email can “live” up to a couple of weeks in someone’s inbox. It gets great visibility since it’s already a common and effective way of sharing important information. Sharing an announcement of a new fundraiser is a very simple and straightforward way to get the word out. Make sure to include your direct URL in the body content of your email   
  
Remember, if you are sending emails through CANRaiser a link will automatically be included in the email.

**Best practices for sending emails**

* Always include a call-to-action in the body of your message to drive traffic back to your fundraising page
* Send out at least three big email blasts to your family and friends-- we suggest sending before, during, and after your fundraiser. These are critical times to rally support from your friends and family and solicit donations. It’s also important to send an additional email after your fundraiser is over thanking and sharing your success with your donors.
* Make sure each email is different and provides something of value. Include your fundraiser details, how close are you to the goal, or other fundraising details that can help motivate your donors

**When to send emails**

* Day 1 – send to 5-10 very close contacts (family and your closest friend or two)
* Day 2 – Send to 10-15 close contacts (your entire circle of good friends)
* Day 3 – Send to as many other contacts you feel comfortable sending a message to (co-workers, friends of friends, distant relatives, your address book)

**Writing to your closest contacts**

* You know your closest contacts better than anyone. Don’t feel like you have to stick to a general prewritten template
* If a longer personal message will work do that, if a one-line message is going to work, do that
* Make sure to include a direct request for support and a link to your fundraising page.

**Writing a general email**

* Start by explaining your connection to ACS CAN and why its important to you. Describing how ACS CAN has touched your life is the most important element of your message
* Explain what ACS CAN is doing to advance the cause. This helps explain what their money will be used for and what it would accomplish
* Be clear about what you are asking. Make a direct financial ask.
* Include link to your fundraising page
* Thank your contacts for their time and support

Remember – when you are writing your email just be yourself. If something feels inauthentic just scrap it.