

GENERAL SAMPLE EMAILS

Below you will find a few suggested email templates to send to your network of Texas State supporters. Emails work best when you personalize the content and include impact stories unique to your passion area.

Create your contact list from past donors to your fund (request list from annualgiving@txstate.edu at least 3 weeks before SUFS), your family, friends, peers, and anyone in your and your teammates' networks that may support your cause. The larger your list, the more potential donors you have.

Pro Tips:

- Write your emails in Word and create personalized emails with mail merge to send in bulk. Make sure to do a test send with your teammates first! [How to here](#).
- Clean up your email list before each send! If you hear from someone that they can't give right now, or you know they already donated, remove them from your list to respect their wishes.
- Create a **fundraising timeline** for you and your team to plan out when your communications will be launched and specify which platform. The more planning you do in the beginning, the smoother and more successful your fundraising efforts will be. The closer you get to the end of the fundraising period, the more you will want to create a sense of urgency so that they are more likely to make their gift
- **If someone responds they do not want to be contacted from Texas State University, or do not want to be solicited – you must send their name, contact information and request to annualgiving@txstate.edu so we can update their record in our database.**

Two weeks before fundraising (to past supporters):

Dear __,

Big things are happening at [fund name]. Because of supporters like you, we have [include the impact of past donations; focus on one person's story rather than numbers. Great place to give an impactful quote and picture from a student who benefited from your org.]

Thank you for your past support. You've helped make an impact on Bobcats like me, who are passionate about [area].

Thank you,

[SIGNATURE]

First Day of Fundraising:

Hi ____,

My teammates and I are raising money to [explain what you are fundraising for ex. Conference, supplies, travel expenses, etc.]

To make this possible, we need your help and every dollar counts! Whether it's \$5 or \$10, your support helps us get closer to our goal! **LINK TO YOUR DONATION PAGE**

I hope you will join me in making a gift to support [insert population]. All gifts, no matter the size, make a big impact when we give together.

Thank YOU for making a difference!

Support Bobcats today! **[LINK TO DONATION PAGE]**

[SIGNATURE]

Last Day of Fundraising:

Hi ____,

We are running out of time -- Step Up for State ends today at 3:39 pm! So far [current donor #] generous people have made an impact to help [insert population].

Will you join us? We are \$XX from our fundraising goal. Your support will [fund description].

When we support Bobcats together, big things happen. **[LINK TO YOUR DONATION PAGE]**

Sincerely,

[SIGNATURE]

Day after fundraising period is over (to donors):

Hi ____,

Thank you for supporting {Organization Name}! Your support will help [fund description]. Because of your support, we will be able to [insert impact here – bring more students to the conference? Buy new equipment? Find impact even if you didn't reach your goal!]

Stay connect with [fund name] by [how can people connect? follow on social media? Check your website for updates/news? Volunteer or attend an event?]

Thank you for making a difference for Bobcats.

With Gratitude,

[SIGNATURE]

Contact Us

You can email the [Office of Annual Giving](#) with any additional questions.