



Email Templates for Free Agent Fundraisers

Simply choose a sample, customize, add the Spring2ACTion logo and send an email to donors and friends. The logo can be found on www.spring2action.org under "Free Agent Fundraiser Toolkit."

Sample 1 – Introduction to Spring2ACTION

Subject line: What if we all gave on one day?

Body:

What if we all gave on one day? We can! On Wednesday, April 5 our community will come together for 24 hours of unprecedented giving to support the amazing work of Alexandria charities through Spring2ACTION, hosted by ACT for Alexandria. Last year, Spring2ACTION raised \$1,337,493 in one day for 152 nonprofits!

Organization Name, a nonprofit that is dedicated to **Cause/Mission** is one of the charities participating in Spring2ACTION. Help us raise awareness and funds for **Cause/Or Organization Name** by saving the date and making a donation online on April 5 at **[insert link to nonprofit Razoo page or to your own free agent fundraiser page]**.

Find out more by visiting www.spring2action.org and remember – April 5 is the day to give!

[Like Spring2ACTION](#) on Facebook and follow us on Twitter [@Spring2ACT](#)

Sample 2 – One Week before Spring2ACTion

Subject line: Let's Give Together!

Body:

Organization Name is just one of the charities working to make Alexandria a better place to live, work and play. Every day, **organization name** works to **mission/cause**. Please join me in supporting **organization name** for Spring2ACTion, Alexandria's Giving Day, on April 5, 2017. By giving just \$10, you can strengthen this vital service to the Alexandria community.

What: Give to **organization name** during Spring2ACTion

When: Wednesday, April 5

Where: Online at **Link to Organization's Razoo Page or to your own free agent fundraiser page**

How: [Like Spring2ACTion](#) on Facebook and follow Spring2ACTion on Twitter [@Spring2ACT](#)

Mark your calendar for Wednesday, April 5!

Sample 3 – One Week before Spring2ACTion

Subject line: Be an ACTION Hero and Support **Organization Name**

Body:

YOU can help **Organization Name** WIN BIG! Give during Spring2ACTion on April 5 and **Organization Name** could win up to \$50,000 in grants and prizes! Your \$10 donation will make an incredible difference!

What: Give to **Organization Name** during Spring2ACTion

When: Wednesday, April 5

Where: Online at www.spring2action.org **[OR link to your free agent fundraiser page]**

How: [Like Spring2ACTion](#) on Facebook and follow us on Twitter @ Spring2ACT

Tell your friends! Forward this email! Share it on Facebook and Twitter! Help us get the word out about Spring2ACTion as we strengthen the nonprofit community in Alexandria. Follow the leader board and help us get to the top!

Mark your calendar for Wednesday, April 5!

Sample 4 – Day before Spring2ACTion

Subject line: Love Alexandria?

Body:

Tomorrow, April 5, our community will come together for a special 24-hour online giving event called [Spring2ACTion](#) and I need YOUR HELP! I want to raise [insert fundraising goal](#) in 24 hours to support [organization's mission/cause](#). Please help me make a real difference, right here in our community.

If you love Alexandria and want to support the vital services [organization name](#) does to make our community a better place, please show your love by donating online – [\[insert link to your free agent fundraiser page\]](#) on April 5.

[Like Spring2ACTion](#) on Facebook and follow us on Twitter [@Spring2ACT](#)

Sample 5 – Spring2ACTion Day

Subject line: Ready, Set, Give!

Body:

Today is the day – [Spring2ACTion](#) is here! I'm on my way to raising [insert fundraising goal](#) for [insert organization name](#) in 24 hours. Will you help me?

Optional:

- I'm in [___ place](#) on the leader board – can you help me move up? [\[Insert link to free agent fundraiser page\]](#)
- Thanks to your generosity and enthusiasm, I have already raised [insert amount](#), I need [insert amount](#) – can you help me get there? [\[Insert link to free agent fundraiser page\]](#)
- Share your support on Facebook and Twitter by telling everyone about Spring2ACTion.

Help us spread the word and let everyone you know that today is the day to give to Alexandria nonprofits!

Visit the live leader board at www.spring2action.org and cheer me on!

Thank you for your support!

[Like Spring2ACTion](#) on Facebook and follow us on Twitter [@Spring2ACT](#). Don't forget to include #Spring2ACTion!