

CROWDFUNDING TOOLKIT: Emails/ Text Messages

Introductory Email: *How to Use This Template*

Kick off your fundraising campaign by sending a personalized email to your friends, family, and supporters. Below is a ready-to-use email template—just copy and paste it into your email program, and be sure to update all the yellow highlighted fields with your own information (like your name, fundraising goal, and personal page link).

This message helps explain why you're fundraising, how their gift will make a difference, and how they can easily support your efforts. Feel free to adapt the language to match your voice—this is your fundraiser, and your personal touch will inspire others to give!

If you'd rather send a text instead of an email, we've included a text message version right below the email template.

Subject:

Help Me Reach My Thanksgiving Fundraising Goal!

Body:

Hi [Name],

This Thanksgiving, I'm raising money for Harbor Care's Community Dinner, which provides warm, nourishing meals to veterans, families, and individuals in need. I'm hoping to raise \$[insert goal] to help make the holiday season a little brighter for those who need it most.

Your support—whether it's \$25 to feed a veteran or \$100 to feed a family of four—can make a real difference.

If you're able, please consider donating through my fundraising page: [Insert personal fundraising link]. Thank you so much for your kindness!

Warmly,

[Your Name]

Text Message Option:

Hi! I'm raising money for Harbor Care's Thanksgiving Community Dinner to help feed veterans and families in need. My goal is \$[insert amount]—just \$25 feeds a veteran! Can you help? Here's my page: [Insert link]

Last Chance to Give Email: *How to Use This Template*

As Thanksgiving approaches, this email is a great way to make a final appeal to your network and encourage last-minute donations. Use the template below to remind your friends and family how close you are to your goal—and how their support can make a meaningful impact.

Just copy and paste the message into your email program, and be sure to update all the yellow highlighted fields with your own information (like your name, goal amount, and personal fundraising link). Feel free to personalize the message to reflect your voice and story.

If you'd rather send a quick text instead, we've included a text message version right below the email template.

Subject:

Final Days to Give — Help Me Reach My Goal!

Body:

Hi [Name],

Thanksgiving is almost here, and I'm in the final stretch of my fundraiser for Harbor Care's Community Dinner. Your support can help provide warm, nourishing meals to veterans, families, and individuals who need it most this holiday season.

Every gift makes a real impact. I'm so close to reaching my goal, and I'd be incredibly grateful for your support.

You can donate here: [Insert personal fundraising link]

Thank you for helping make this Thanksgiving special for our community!

Warmly,

[Your Name]

Text message version:

Hi! Thanksgiving is almost here & I'm close to my fundraising goal for Harbor Care's Community Dinner. Just \$25 feeds a veteran! Can you help? Donate here: [Insert link]

Thank You Email: *How to Use This Template*

Once your fundraiser wraps up, it's time to thank the generous people who helped you reach your goal. Use the email template below to express your gratitude and show donors the impact of their gift.

Just copy and paste the message into your email program and be sure to update all the yellow highlighted fields with your own information (like your name and personal fundraising link, if you'd like to include it again). Feel free to personalize the message to reflect your voice and appreciation.

If you'd prefer to send a quick thank-you text, we've included a text message version right below the email template.

Thank you Email:

Subject:

Thank You for Supporting My Fundraiser!

Body:

Hi [Name],

Thank you so much for your generous gift to my fundraising page for Harbor Care's Thanksgiving Community Dinner. Your support means the world—not just to me, but to the veterans, families, and individuals who will enjoy a warm, nourishing meal this holiday season because of you.

Together, we're helping create a Thanksgiving filled with comfort, dignity, and community. I'm truly grateful for your kindness and generosity.

Warm wishes,

[Your Name]

Text message version:

Hi! I just wanted to say a heartfelt thank you for supporting my fundraiser for Harbor Care's Thanksgiving Community Dinner. Because of you, someone in need will enjoy a warm, nourishing meal this holiday season. I'm so grateful for your kindness!