

Crowdfunding Email Templates—Samples

(customize to fit your own project)

Email Template 1—Pre-Launch to Inner Circle Contacts

(Customize as needed for each contact)

Subject: Want to join the party?

Greetings [FNAME],

Hope all is well with you! [AddPersonalTouch]

But I want to share some great news with you...

We've known each other for quite a while. So, you know me and what I've been accomplishing with [Name of Company/Farm].

Now we're about to launch a [CrowdfunderName] campaign to [BrieflyDescribeCampaign]. You can get a sneak preview of it here [LINK]. Don't miss the short video [LINK]!

Here's the thing: Can you help by joining our pre-launch campaign backer team?

If so, I'd like to "hold you in reserve" to be amongst our initial backer team on the first day of launch.

What does this mean?

Well, it's important to reach a ___% goal within ___ hours after the campaign launches. So, if you like what I'm doing and can help out in this way, just reply here with an "I'm in" message. (I don't want to bother you further if this isn't something you can do.)

So, if you can get on board, let's get this train a-rollin'!

Hope to talk soon, [FNAME]...

[YOURFNAMESIG]

[YOURFNAME]

Email Template 2—Pre-Launch THANK-YOU to Inner Circle Contacts who agree to become part of the Initial Backer Team and donate on launch day

(Customize as needed for each contact)

Subject: Thanks for joining our Inner Circle!

Hi [FNAME],

Just a quick note to thank you so much for getting on board with our campaign.

We're working hard to make this one a success, and your participation gets us closer to our goal!

I'll send you an email the day before our launch date on [DATE] to give you a heads up. And on launch day you'll get another one with the donation link you'll need to get on board.

Yay! With your help, this one's going to be a winner!

Cheers,

[YOURFNAMESIG]

[YOURFNAME]

Email Template 3—Day Before Launch reminder email to Initial Backer Team

(Customize as needed for each contact)

Subject: Ready...Set...It's almost a go!

Hello [FNAME],

Tomorrow's the day!

Please mark your calendar and be sure to go here [LINK] to become one of our first campaign donors.

[Add a pithy, customized sentence re what this action means to your contact and the world – this is not about YOU, it's about THEM]

I'll send another update tomorrow.

Wow! Thanks again for joining our inner circle team!

[YOURFNAMESIG]

[YOURFNAME]

Email Template 4—Launch Day email to Initial Backer Team reminding them to make their donation

(Customize as needed for each contact)

Subject: WooHoo! We're live!

Hi [FNAME],

Now's the time we've been waiting for! We've just launched our campaign on [CROWDFUNDING PLATFORM].

You can help give our campaign its initial punch by making your donation here:

[LINK].

We welcome whatever amount you can donate.

Right now, how much you donate isn't as important as the difference you'll make to our campaign by helping us reach that key ___% goal within the first ___ hours!

Once you've done that, it would mean the world to us if you'd spread the word by clicking the Facebook and Twitter buttons on the link page.

You can make a HUGE difference with just two clicks!

Thanks loads, and hope to see you soon, [FNAME].

[YOURFNAMESIG]

[YOURFNAME]

PS: It would be great if you would forward this email to friends, family, co-workers – anyone you think would be interested in this campaign and would like to become a backer. The more the better! Here's the link again: [LINK]

Email Template 5—Thank-You to Initial Backer Team for donations on Launch Day: Sent out late on Day 1

(Customize as needed for each contact)

Subject: You're the tops!

Hi [FNAME],

Thanks so much for backing our campaign! You helped us raise [\$] in less than [#] hours!

Your donation helped us reach our first key milestone in this campaign and means the world to us.

Today was insane, but before I hit the sack I wanted to take the time to say "Thank you! We couldn't do it without you!"

Let's get together as soon as this craziness ends, [NAME].

Cheers,

[YOURFNAMESIG]

[YOURFNAME]

Email Template 6—to all contacts—Day 1, Campaign Launch

Subject: It's a go!

Hi [FNAME],

For the past ___ months we've been working 24/7 to prepare a crowdfunding campaign that [PITHY EXPLANATION of campaign project]. Take a look here:

[LINK to CAMPAIGN PAGE]

Today's D-Day and as you can see we're already rockin' with some great backers!

Can you help us spread the word by sharing our page with your friends and acquaintances? This would give our campaign an incredible boost!

So if you can, then go ahead and start by clicking the Facebook and Twitter buttons on our campaign page. Here's the link again:

[LINK to CAMPAIGN PAGE]

Hope all is well with you, [NAME], and have an awesome day!

[YOURNAMESIG]

[YOURNAME]

Email Template 7—to all contacts—Day 2

Subject: Update #1: First 48 hours of our campaign Launch

Woohoo! Friends...

In just 48 hours after our campaign launch we have [#] passionate backers and have raised [\$]!

We're truly stunned (and very, very happy) by your response.

If you haven't yet checked out what the buzz is all about, you can see for yourself here:

[LINK to CAMPAIGN PAGE]

For those of you who are already on our backer team:

We can't thank you personally, so we've made a special video to thank each and every one of you here:

[LINK to THANKYOU VIDEO]

HUGE thanks to all of you for your support!

[YOURNAMESIG]

[YOURNAME]

Email Template 8—to all contacts—1/4 into campaign

Subject: Update #2:

Hello Friends,

It's Day ____, we're one-quarter of the way into our campaign, and we're really rollin' with [#] backers bringing us [\$]. That's ____% of our [\$] goal!

We're truly stunned – and very happy. Thanks so very, very much for your support!

If you haven't had a chance to see what the buzz is all about, here's a peak:

[LINK to CAMPAIGN PAGE]

Now I have just one more ask.

[HERE YOU CAN

- ask them to share your campaign page with their friends on Facebook/Twitter/Google+, or
- create a game for them to win a special reward if they send the most people to a unique landing page you create
- ask them to email their friends/family/coworkers, telling them about the campaign, and offering a template for them to copy/paste to save them time
- anything else you think will get attention and participation

We promise: This is the last ask email we'll send you! We thank your sooooo much for shining your backer light on our campaign!

[YOURNAMESIG]

[YOURNAME]

Email Template 9—to backers—Day 1 (make more templates for 1/4, 1/2, 3/4, 48 hours; and more frequently, if desired)

Subject:

Hello awesome backers!

You all are nothing else but INCREDIBLE. That's right.

In just [# days] you helped us raise over [\$]. Because of that we're on our way to reaching our goal.

We can't thank you enough! Here's a short thank-you video, made just for you.

[LINK]

Welcome to our team of super backers!

More updates are coming down the pike, so stay tuned.

[YOURNAMESIG]

[YOURNAME]

Here is a list of other templates you should write:

1. Project pitch: Two to three pithy sentences summarizing your project.
2. Elevator pitch: Compelling 30-second pitch you can use for anything you write.
3. Outreach email template to general contacts list (those who have not yet donated) which include:
 - Acquaintances
 - Business associates (customize some of these?)
4. Outreach email template to influencers (you may want to customize these).
5. Flyers announcing your crowdfunding campaign to distribute around your community (schools, churches, businesses, community groups) on launch day.
6. Call to action (CTA) list: These are “asks” for tweets, emails and social media shares; they are important, so do your research and develop as many as you can. Keep this list handy as you proceed through your campaign.

Write These Twitter Templates:

1. Templates to include in outreach emails to your contact list for them to tweet out to their following announcing project.
2. Template that thanks new backers (w/CTA).
3. Template that recognizes big donors (w/CTA).
4. Tweets about funny stories about project w/ CTA (you can add Tweet stories as the campaign proceeds).
5. Tweets that gives number of new backers (w/CTA).
6. Tweets that gives project pledge totals (w/CTA).
7. Tweets about new media coverage (w/CTA).
8. Celebration Tweet announcing 20% funding in first 24 hours (w/CTA).
9. $\frac{1}{4}$ campaign benchmark Tweet (w/CTA).
10. $\frac{1}{2}$ campaign benchmark Tweet (w/CTA).
11. $\frac{3}{4}$ campaign benchmark Tweet (w/CTA).
12. 48 hours' campaign benchmark Tweet (w/CTA).
13. Thank-you tweet to all who tweet/retweet or share campaign news on social media.

Here are some things to consider (in 140 characters):

- Use an appropriate project image/graphic.
- Describe project w/relevant hashtag and crowdfunding platform.
- Use shortened URLs to save characters.
- Include effective CTA, like “donate” and “act now.”

Make your Tweets to the point and punchy. Write a Tweet that pushes people into action. Here's an example from [Fundly](#):



Press Release Template

Use company letterhead. If you don't use company letterhead, include company logo at the top. Place the following at top, left-hand margin. Use bold font/uppercase lettering:

FOR IMMEDIATE RELEASE *(if for immediate release)*

HOLD FOR RELEASE UNTIL [DATE] *(if for future release)*

Headline goes here

- Typically larger than body font. Centered. Bold. Cap first letter of each substantial word, including proper nouns. Do not cap conjunctions or articles. Do not use exclamation points.
- Keep headline to one phrase or short sentence. Make it memorable by communicating one or more of the Headline 4U's: urgency, uniqueness, usefulness, ultra-specificity. Use important keywords from the text body for search engine visibility.

Subheadline goes here (optional)

- Use body font size. Bold.
- Expand on (do not repeat) on headline. Express a complete thought (summary).

Location and story date go here

- Bold.
- List your city/state.
- Follow with today's month/day/year.

Press release text (follows on same line after location and date)

- Before you start writing, complete a who, what, where, when, why, how checklist.
- Double-space text body.
- First sentence is your lead. It should entice the reader to read further.

- First paragraph after your lead sentence sums up the release and includes important where, when, who, what, why, how details.
- Remaining paragraphs elaborate on these details.
- Keep the body to 400-500 words. Try to keep it at one page, but use *-more-* at bottom of page if you have a multi-page release.
- Avoid long sentences, jargon, big words. Paragraphs should be compact with not more than four sentences each. Include quotes to give authority/credibility (but always get permission first).
- Do not use “I”, “me” or “you” – write in third person only.

List contact information

- Company name
- Basic company information (what does it do?)
- Contact person name and title, phone, email address
- Office address
- Telephone/cell phone numbers
- Company website/email address

Place the following at end of press release:

END

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