



TRAILFEST

Fundraising Templates

Sample Templates/Messaging

Messaging Tips

In the world of peer-to-peer fundraising, messaging is everything! When you share your campaign with your people be sure to put some of yourself into it. Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how SELT's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf.

Don't hesitate to pull at their heartstrings! People are more likely to give if there's an emotional connection. Why SELT is important to you, do you care about Wildlife? Farm Fresh Food? Clean Drinking Water? Outdoor Recreation? Make it personal, share a story, what does SELT's work mean to you? Use these phrases and run with them - make them yours.

- I am running/walking for the turtles/owls/bobcats/songbirds
- I am running/walking for my kids/grandkids/nieces/nephews
- I am running/walking for future generations
- I am running/walking to help stop climate change
- I am running/walking for fresh local food
- I am running/walking for safe drinking water
- I am running/walking for clean air

There are five times you should aim to communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

It is recommended to maintain momentum between each of these main milestone communications with one to two social posts per week and one weekly email to help keep your campaign top of mind. During the final push phase of your campaign, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it! You know your family and friends! Make decisions in a way that you know they will respond to.

Sample Email Template

Subject Line: Fundraising for SELT & NH Land Conservation

Dear _____,

Personal Intro: [Example: As you know, I have always cared about land conservation, and this year I've come to appreciate our wild open spaces more than ever before. This year, conserved lands have provided me with peaceful places to clear my mind, places to exercise, and places to relax and refresh. MAKE THIS PARAGRAPH PERSONAL!]

SELT's mission of conserved lands in every community for the benefit of people and nature has never been more important than it is right now, so I have signed up for the SELT TrailFest October 9th and am raising money to support SELT's conservation work.

This is a cause and an organization I care deeply about. I'm committed to helping SELT raise [\$YOUR GOAL] which will help save, share, and steward land in southeastern New Hampshire. Every donation, large or small, makes a difference.

Are you ready to make a lasting impact? Please visit my fundraising page at [YOUR FUNDRAISING PAGE URL HERE – CLICK SHARE FROM YOUR CAMPAIGN AND COPY AND PASTE THE LINK] and donate today!

If you want to make an even larger impact, you can join my team, [TEAM NAME HERE], and create a fundraising site of your own, set your personal fundraising goal, and start spreading the news! Together we will cast a broader net, can raise more money, reach more people, and have a bigger impact – we'll also be in the running to win great prizes (LINK TO PRIZES)

Can't donate or become a supporter? Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

[YOUR NAME]

Sample Facebook Post

Hey friends, I've signed up to [run/walk] the SELT TrailFest 5k on October 9th and help @SELT – Southeast Land Trust of NH raise funds to conserve our open spaces that are so important to me because [PICK ONE OR MAKE YOUR OWN: I love my kids and want them to experience nature as they grow up/I worry about climate change/I believe all people should have access to clean drinking water/I care about local farms and fresh food/I love the animals that call NH home]

Please share with your friends and family and support my team today – or even better, join us and help us raise funds for land conservation: [YOUR FUNDRAISING PAGE URL HERE – CLICK SHARE FROM YOUR CAMPAIGN AND COPY AND PASTE THE LINK]

#SELTTrailFest #SaveShareStewardSELT

seltnh.org/trailfest

