

## TIPS ON USING EMAIL TO RAISE FUNDS & AWARENESS

### ➔ Email Signature

Anytime you have a cause live, you should have a link in your email signature that says, "Please Support My Classroom" and links to your cause. That way everyone who you email is a potential investor without even having to ask them directly!

### ➔ Thank You Emails

The easiest way to build a relationship with your investors is by sending them a thank you email after they contribute. Be sure to personalize each email, include what their investment means to the cause, and ask if they would share your cause with their network.

### ➔ Updates

Each time you post an update, your investors receive an email and are reconnected with your cause. We recommend 3-5 updates throughout your cause. Updates can include updates on your causes progress, any exciting things in your classroom, interesting current events that relate to your cause, and simple reminders of the days left to your goal.



We Can Accomplish Great Things, But Only With Your Help!

Hey Friends and Family,

I wanted to let you know about an opportunity to support my classroom this year! As a 9th grade math teacher at KIPP Houston High, I have seen my students struggle to find a passion for many of the topics that we cover. I want to be able help my students connect these topics to real-world applications and that is why I am looking to integrate Mathalicious into my classroom this year.

Over the next 30 days I am looking to raise \$263 dollars to be able to benefit the 150 students that I teach. You can learn more by visiting my cause page at <https://www.pledgecents.com/cause/ycrtzx/the-world-is-an-interesting-place-math-c>. It would be great if you are able to contribute, but if not please spread the word to anybody that you think might be interested in supporting my classroom. Every little bit helps.

Thank You,

**Kevon O'Rear**

## EMAIL IS YOUR FRIEND. USE IT!

Email is a great tool when used correctly! It's important to utilize email throughout your cause, but it may be difficult to know when and how to use it. Here are 3 tips to help you!

- 1) Timing:** Send an email before your cause starts (especially important for causes over \$1,000), as soon as it's live to build momentum, when you are near your goal or end date for a final reminder and push, and once your cause is over as a final thank you and update.
- 2) The Ask:** Make sure to ask for support not only in the form of contributions, but also sharing. Each time someone shares your email/cause, you are growing your support networks to their network.
- 3) Growing Investor Base:** With every cause, your investor base will grow. At the start of each cause, remember to include the emails of past investors (their emails are in you dashboard). If they enjoyed being a part of your last cause, they will likely support your future causes and encourage other to do the same.

Email us at [info@pledgecents.com](mailto:info@pledgecents.com) if you have any questions.