



What are Coaching Emails?

Coaching emails are customized messages sent to event participants, intended to provide guidance, encouragement and inspiration, to help create a positive event experience and ensure success with fundraising efforts.

Coaching emails can also be used to target past participants/donors in recruitment efforts, to provide information and the impact of what their participation and/or donations are having on the local community.

Communication with event participants/fundraisers directly impacts the overall campaign results.

Create an email strategy to effectively reach and engage participants to keep spirits and enthusiasm high.

Tips for Creating Coaching Email Content

- Keep it simple – don't overwhelm with too much information
- Mix "**value copy**" with "**fundraising motivation**"
- Pay attention to subject lines
 - The goal is to have the recipient actually open the email.
 - Many people will decide to open an email based on its subject line. It has to convince fundraisers that the email is worth their time.
 - Craft email subject lines to be short, sweet, and intriguing. Stray from generic and redundant titles.
- Present a single "**call to action**" per email.
- Vary focus and call to action from message to message
 - Share your personal fundraising page on Facebook or Twitter.
 - Send emails to friends and family with a link to your fundraising page.
 - Thank donors who've contributed to your page.
 - Make a personal donation to your own fundraising page.
 - Watch an inspirational video highlighting a CCS story.

