

Section 2: Ambassador Messaging

The Power of You as an Ambassador

As an ambassador, you are the driving force behind the success of this campaign. Your ability to reach out to your network with clear, compelling, and heartfelt messages is crucial in raising the funds that will make a difference.

The #1 reason why someone is going to donate to this campaign is because someone they love asked them to.

If you ask, people will give. It's just that simple.

In this section, you'll find a series of templates designed to help you communicate with confidence, build excitement, and drive donations.

These templates will empower you to make asking for support feel natural and easy, ultimately helping you meet your fundraising goals and contribute to the campaign's success.

1. Your First Message to Friends and Family (Recruitment Phase)

This message is about getting people on board and letting them know why this campaign matters. It's your chance to make an impact and set the stage for a successful campaign.

Example Template:

Hi [FIRST_NAME],

I'm excited to be part of [ORGANIZATION_NAME]'s fundraising campaign to raise [\$GOAL]! Our goal is to [IMPACT STATEMENT]. I'm reaching out because I would love your support. You can donate directly through my fundraising page: [Link].

Every contribution helps, and I truly appreciate your support. Thank you!

Key Points for You:

Personal connection: Make it personal and relatable to your network.

Clear goal: Mention the campaign goal and the impact it will make.

Simple CTA: Provide an easy link for them to donate.

2. Mid-Campaign Check-In (Progress Update Phase)

As the campaign moves forward, it's important to keep the energy up and remind your network that every contribution helps. This message should update them on how the campaign is progressing and encourage them to keep donating.

Example Template:

Hi [FIRST_NAME],

Just wanted to share an update! We're making great progress toward our [\$GOAL] and I've raised [AMOUNT RAISED] so far! There's still time to donate, and your contribution would mean the world to me. Please consider donating here: [Link]. Thank you for being part of this!"

Key Points for You:

- **Update on progress:** Let them know how much you've raised and how much is still needed.
- **Urgency:** Remind them there's still time to contribute.
- **Clear CTA:** Provide the donation link again.

3. Last Push (Urgency Phase)

This is the final stretch, and now's the time to make one last strong push. You need to create a sense of urgency and remind your network that the

Hi [FIRST_NAME],

We're in the final hours of [ORGANIZATION_NAME]'s fundraising campaign, and I need your help! We're so close to reaching our [\$GOAL], and every last-minute donation counts. Please donate today: [Link]. Thank you for supporting me and making a difference!"

Key Points for You:

- **Urgency:** Emphasize the campaign's end date and how close you are to reaching your goal.
- **Personal impact:** Remind them that their donation will make a significant difference.
- **Clear CTA:** Provide the donation link once more.

4. Thank You Message (Post-Campaign)

Once the campaign is over, it's time to show your gratitude. Sending a heartfelt thank-you message is a great way to close the campaign and show your donors how much their support means.

Example Template:

Hi [FIRST_NAME],

Thank you so much for supporting me during [ORGANIZATION_NAME]'s campaign! We raised [\$AMOUNT] together, and your generosity truly means the world to me. Because of you, we're able to [IMPACT STATEMENT]. I'm so grateful for you being part of this amazing journey!

Key Points for You:

- **Gratitude:** Show your appreciation for the donor's support.
- **Impact:** Highlight the difference the donations will make.
- **Personal connection:** Keep it warm and heartfelt.

5. Additional Guidelines for Your Messaging

To ensure your messaging is as effective as possible, here are a few additional tips:

Be Personal and Specific: When reaching out, make your messages feel personal. Mention why this cause matters to you and how their donation will make a difference.

Use a Clear, Direct Ask: Be specific about how much you're hoping they will donate or how they can support (e.g., "I'm aiming to raise \$1,800" or "Please help me reach my goal of \$1,800").

- **Keep It Short and Sweet:** Keep your messages clear and concise. Get to the point quickly to respect your donors' time.
- **Stay Positive and Motivating:** Keep your tone uplifting and encouraging. Your excitement will be contagious and help inspire others to donate.
- **Use Social Proof:** If others have donated or if the campaign has reached a milestone, mention it. This can help build trust and encourage more donations.

You have the tools to succeed as an ambassador. By using these templates and following the guidelines, you'll be able to reach out to your network with

confidence, keep your donors engaged, and maximize your fundraising efforts. Your involvement in this campaign is key to its success, and we're excited to see the impact you'll make.

You're doing an amazing act of kindness and leadership by fundraising for an organization you love. You should feel GREAT about your participation. Now it's time to get to work!



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