



# Sample Email Templates

## How To Use the Email Templates

Spread the word to your friends and family through email. There are so many people willing to help or may want to join if you ask in a way that educates and empowers them to get involved.

Using an email template is an effective and easy way to communicate what you are doing, provide all the steps for making a donation, say thank you for donating, and much more.

Each of these templates can and should be customized with your words and story to connect with your supporters.

### Recommendations

- You may notice that the text color varies throughout each of the email templates. The **text in parentheses** is text that needs to be tailored to you and/or your team. Please take the time to change those details. Make sure to use an eye-catching subject line to grab people's attention!
- We strongly encourage you to add a personal message and/or photos to let your community know why you are participating in the Turkey Trot.
- It's okay to send follow-up emails to your supporters. Sometimes people forget and need to be reminded.



If you have any questions, email us at [turkeytrot@celiac.org](mailto:turkeytrot@celiac.org).



# Sample Email Templates

## General Donation Ask Email Template

**Subject Line:** I'm Taking Steps To Accelerate a Cure for Celiac Disease

Hi **[RECIPIENT NAME]**,

I'm lacing up for the Celiac Disease Foundation Turkey Trot, and I need your support! Every dollar raised goes directly to research to improve treatments and move us closer to a cure for celiac disease. On **[DATE]**, I'll be running/walking in honor of all those affected by celiac disease. **[Include your story and any personal connection to celiac disease.]**

My goal is to raise **[INSERT FUNDRAISING GOAL]**, and every gift – big or small – helps fund critical progress. Will you consider making a donation and joining me in the fight for a cure? **[Add a link to your fundraising page]**

Thank you in advance for your support – it truly means the world!  
All my best,  
**[NAME]**

*P.S. You can make your donation go twice as far with a matching gift. Does your employer have a matching gift program?*



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# Sample Email Templates

## Thank You for Donating Email Template

**Subject Line:** Thank You for Donating!

Hi **[RECIPIENT NAME]**,

Thank you so much for supporting my Turkey Trot fundraiser! Your generosity fuels groundbreaking research and helps accelerate better treatments for the millions of people living with celiac disease.

Together, with a community of passionate supporters like you, we're making real strides toward one urgent goal: a cure for celiac disease.

You can follow my fundraising progress here **[Add a link to your fundraising page]** – I'm so grateful for your help!

Thank you again for your generous gift!

Gratefully,

**[NAME]**



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# Sample Email Templates

## Team Recruitment Email Template

**Subject Line:** Together, we can outrun celiac disease!

Hi **[RECIPIENT NAME]**,

On **[DATE]**, **[Team Name]** will be outrunning celiac disease for the Celiac Disease Foundation Turkey Trot, and we would love for you to join!

Whether you're a seasoned runner or just want to walk, every step will help us cross our finish line – a world without celiac disease! 100% of the registration fees and donations to the Celiac Disease Foundation Turkey Trot go directly to research to advance better treatments – and ultimately, a cure for celiac disease.

Here's how you can get involved:

1. **Join the Team:** Go to the Turkey Trot event page, click on **Become a Fundraiser, and Join a Team**. Type in our team name. **[Add name/link to your team page]**
2. **Fundraise:** Share your fundraising page through personal outreach and social media to help reach out team fundraising goal!
3. **Spread the Word:** Ask other family members and friends to join: **[Team Name]** on event day.

If you have any questions or suggestions, please feel free to reach out. Looking forward to you joining us!

Best,

**[Your Name]**

**[Your Contact Information]**

Team Captain

*P.S. Not able to attend? You can still cheer on **[Team Name]** and show your support by making a donation on our team page **[Add a link to your team page]**.*



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