



Email templates

Below are two email templates to help get your Shuffle fundraising campaign off the ground. You also have an abridged version of an email communication which you can access directly from your profile page by clicking on the email icon.

Introductory email

Dear [first name],

As you may know, I have worked at Concordia as a *[your title]* for *[amount of time]*.

I work with students every day, and I've seen for myself just how much they benefit from the generosity of faculty, staff, and the greater Concordia community. *[Add additional personalized content here]*.

I want to make a real difference in the lives of Concordia students, and the Shuffle is a great way to help. At the Shuffle, the Concordia community comes together to throw our collective strength behind a great cause: scholarships and bursaries for our students.

This year, I am participating in the Shuffle for the *[# of years]* time! On September 28, I'll be making the 6.5 kilometer trek from our Sir George Williams campus downtown, all the way to our Loyola campus in N.D.G.

I am hoping you will consider lending your support to my campaign. You can make a secure gift to my online fundraising page (here, insert link to your Shuffle profile page). Every gift, no matter the size, will bring me closer to my goal of *[\$[your goal]]*.

And if it's not a great time for you to make a financial donation, I am also accepting support in the form of well-wishes and positive thoughts!

Thank you in advance for your consideration.

Your support means a lot to me,
[your name]

Follow-up email

Dear [first name],

I hope you are doing well. A *[amount of time]* ago, I reached out via email with an invitation to support my Shuffle 29 fundraising campaign.

I know that emails often get lost in the shuffle, so I wanted to follow-up to make sure you don't miss your chance to participate in this year's campaign.

I'm at X percent of my goal, which I hope to reach before I hit the streets on September 28 to show my support for Concordia students.

If you are interested in donating, you can make a secure online gift via my Shuffle page [here, insert link]. A gift of any size will bring me closer to my goal, and will help make a real difference in the lives of Concordia students.

Thank you for your consideration!

Sincerely,
[your name]

Social media posts

We've made it easy for you to share your profile on your Facebook, Twitter, and LinkedIn directly from the Shuffle website. Simply click on the icons where they appear to share your profile or news that you have made a gift to support a Shuffler, a Shuffle team or the Shuffle event directly.

Here are some additional ideas for social media posts. Make sure you add a link to your fundraising page with each post:

- If you participated in previous Shuffles, share a photo of yourself at the event with a link to your fundraising page. [You can find photos from past Shuffles on our Flickr here.](#)
- "At Concordia, we don't just talk the talk—we walk the walk for our students. I'm participating in the Shuffle this year to raise funds for student scholarships and bursaries, and I need your help to reach my goal. Please donate online today!"
- "On September 28, I will walk the 6.5 kilometers between Concordia's two campuses to raise mega funds to help Concordia students. Donate to my campaign, and be the wind beneath my wings!"
- "I'm committed to helping Concordia students make the most of their university experience. That's why I'm participating in the Shuffle and fundraising for scholarships and bursaries for talented and deserving students I work with every day."