



# 5-Step Guide to Fundraising with Email Marketing

Writing personalized letters to your friends and family letting them know why Hemophilia of North Carolina is important to you can substantially boost your support. Sharing why you care, with a personal anecdote about something good that Hemophilia of North Carolina has done for you, will inspire people to give and share your passion.

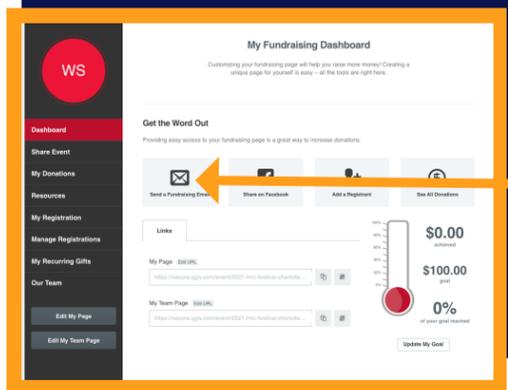
1

## Log into your Fundraising Dashboard

Type the URL for the HNC Walk into your browser.

<https://secure.qgiv.com/event/2021-hnc-festival-charlotte>

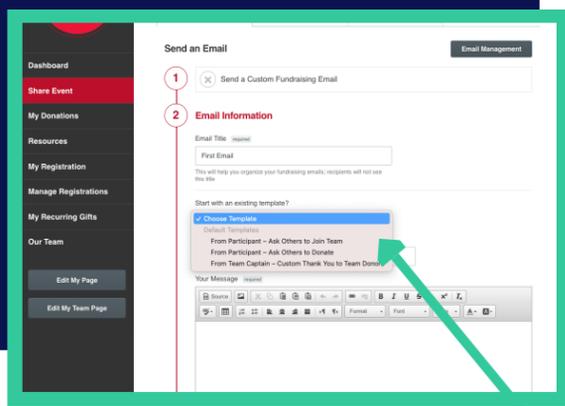
Look in the top right corner of the page and log in. Once you have logged in you will be taken to your Fundraising Dashboard.



2

## Craft a fundraising email with a template

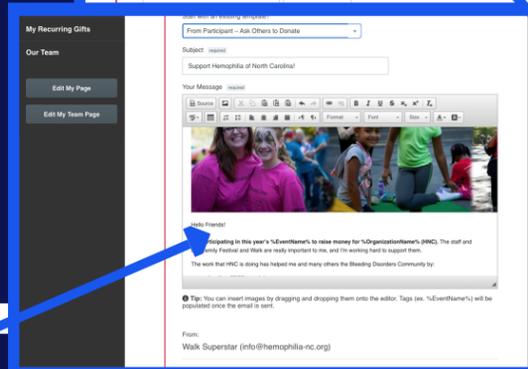
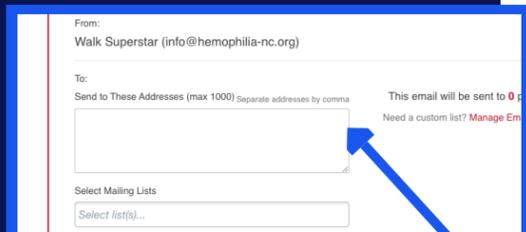
You can select a template and ask people to join your team and fundraise together, OR, you can simply ask them to donate directly to your team without participating as a fundraiser.



3

## Create a list of people to email and customize your email.

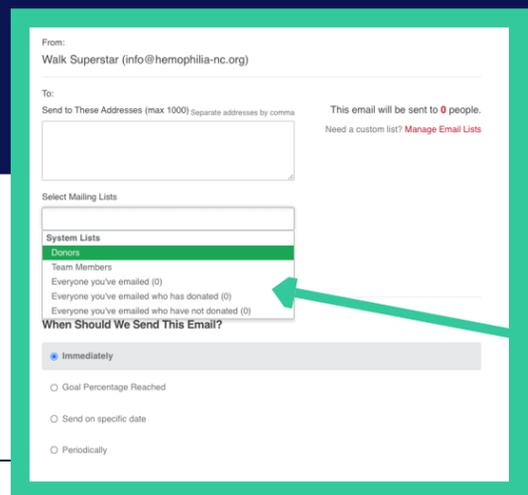
You can do this by making a list in Excel and pasting it into the "Send to" box or by typing email addresses, separated by commas into the "Send to" box. We have pre-written the emails and you can edit them yourself and change details to make it more personal, or simply schedule it to send.



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## Target your audience

Think about one or two follow up emails, either thanking your donors or telling friends there is still time to join your team. For those who haven't donated, remind them there is still time to make a difference. All the templates are on the website, and the drop down menu shows you how to select these groups!



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## Be Thankful!

Take advantage of our Thank You note templates in the email dashboard, or send a message through social media with a custom post that shows your thermometer!



If you need help, please do not hesitate to call us at 919. 319.0014 or email [fleming.samuels@hemophilia-nc.org](mailto:fleming.samuels@hemophilia-nc.org)



Thanks again!

Fleming Samuels,  
Director of Philanthropy

