How to notify past supporters with one click

Notify past supporters of new campaigns within microseconds!

While you can import contacts , which will notify them via email upon the launch of the campaign, now you can set yourself up for success by immediately notifying all of your past supporters with a special message as soon as you hit the launch button.

Why is this helpful?

Getting your campaign off of 0 is one of the most crucial first steps to success. No one wants to be the first supporter of a campaign they aren't intimately involved with, so if you reach out personally to your past supporters (who are among the most likely to contribute to your new campaign), you have an excellent chance of increasing your funds raised quickly. Then, once you share out with your wider community, ***they*** are more likely to contribute because they've seen many others doing it first (this is known as 'social proof').

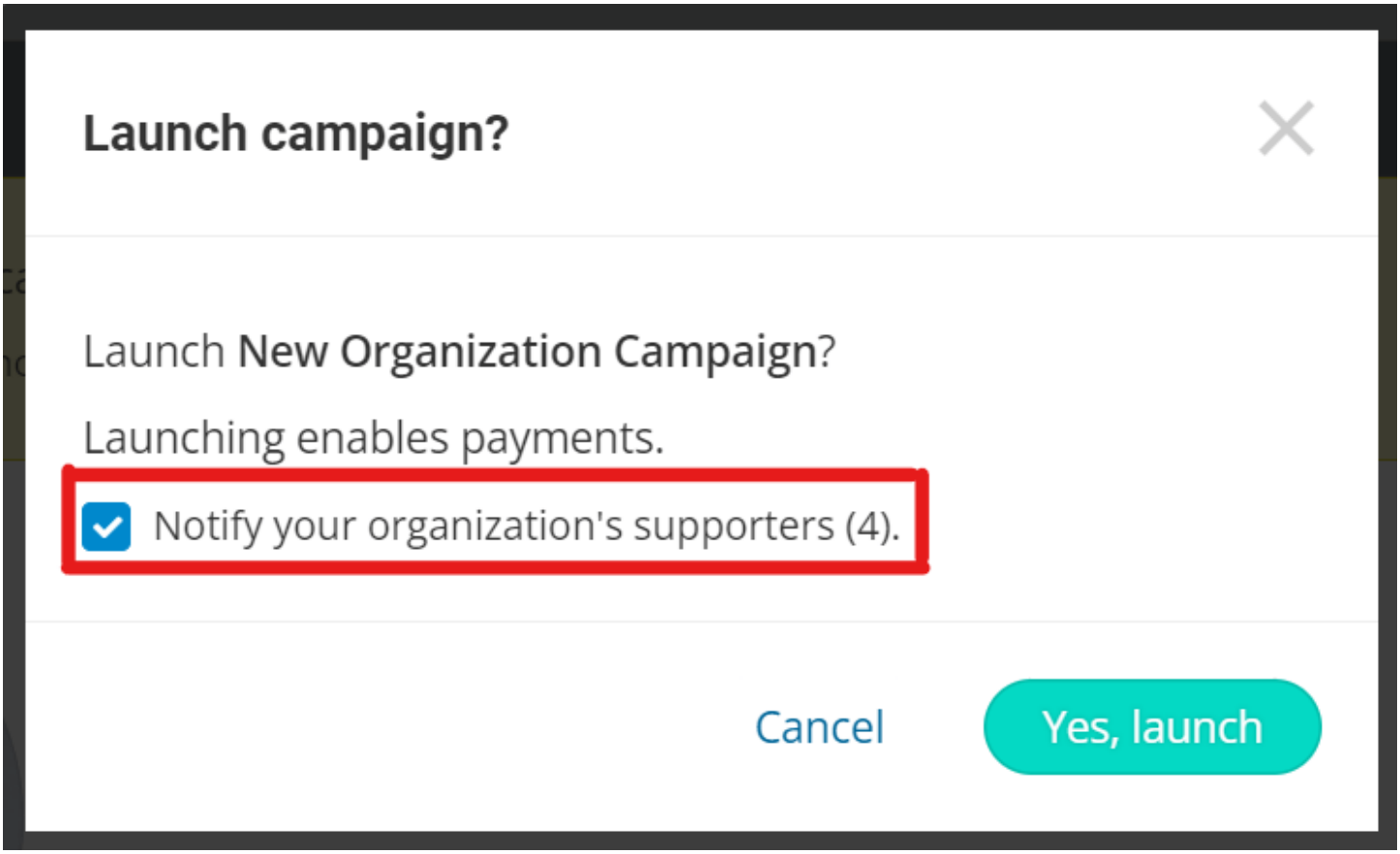
How to notify past supporters – organizations

When launching an organization campaign, campaign owners & managers ONLY can send the notification. This option is not available for sub-campaigns.

Follow these steps:

- Ensure you have an existing campaign with at least **one** subscribed contact.
- As a campaign owner or manager, select “Launch now” on the new campaign.
- Leave the checkbox to notify supporters selected.
- Select the “Yes, launch” button.
- The platform sends an email to all previous supporters explaining that your organization launched a new campaign.

Note: This feature is limited to being used once every three weeks in order to ensure that supporters are not overwhelmed with new campaign notifications.



The platform will send this email to previous supporters:

CP

Just launched a new campaign

Hi John,

We just launched a new campaign. Please consider providing your support to help make this campaign a success. Check out the newly created campaign below.

— CP

New Organization Campaign
by CP

This is demo text. In the real email, your campaign's story will appear here.



Share the campaign

Make a contribution

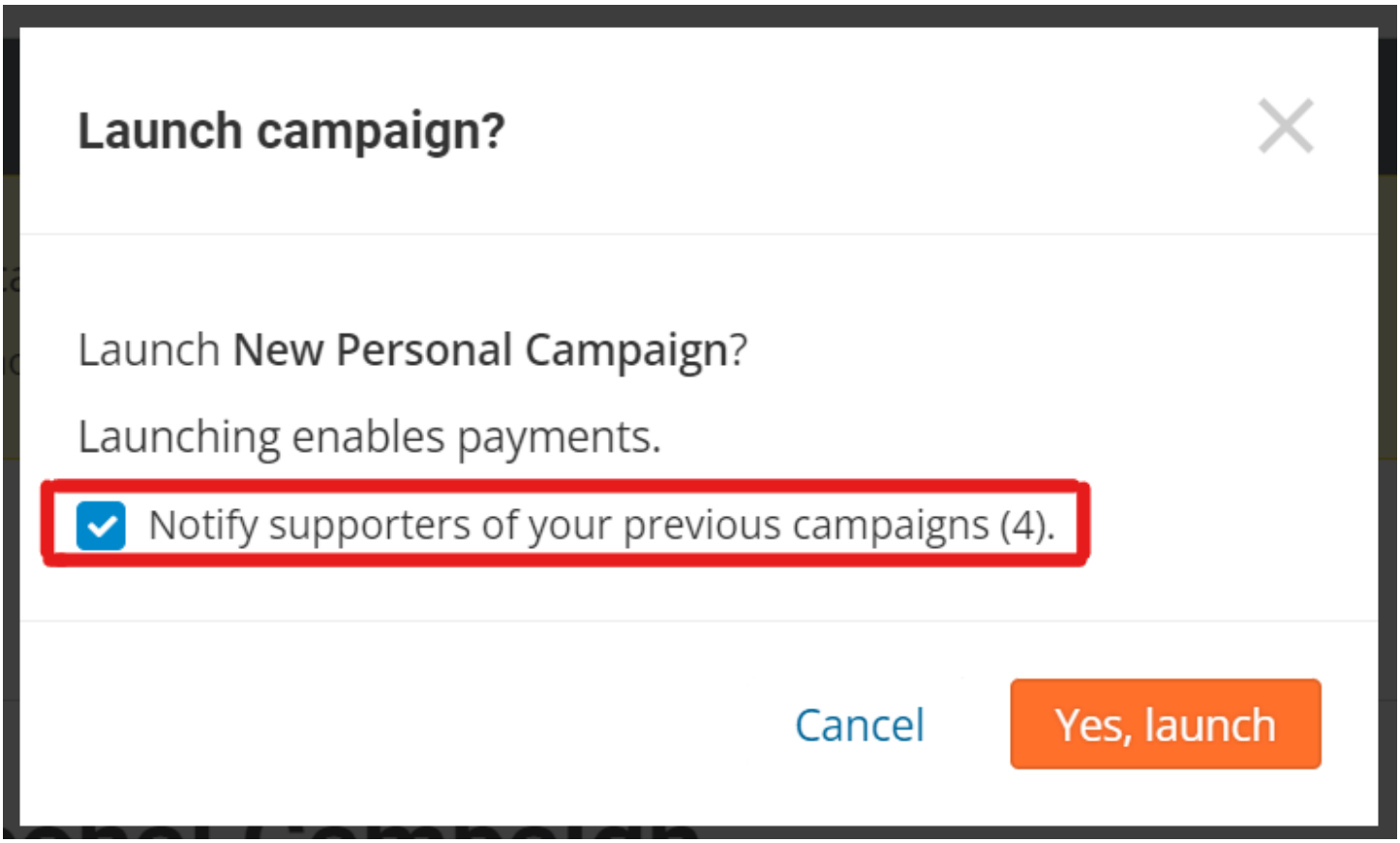
Want to help this project?

Don't want any more updates from this campaign? Unsubscribe

How to notify past supporters – personal campaigns

This is much the same as above, with some wording changes.

- Ensure you have an existing campaign with at least one subscribed contact.
- As a campaign owner or manager, select “Launch now” on the new campaign.
- Leave the checkbox to notify supporters selected.
- Select the “Yes, launch” button.
- The platform sends an email to all previous supporters explaining that you (or your organization) have launched a new campaign.



Email sent to previous supporters:

Jesse Morein

Just launched a new campaign

Hi Jeremy,

I just launched a new campaign. Please consider providing your support to help make this campaign a success. Check out the newly created campaign below.

— Jesse

New Personal Campaign
by Jesse Morein

$5,000 goal

This is demo text. In the real email, your campaign's story will appear here.



Share the campaign

Make a contribution

Want to help this project?

Don't want any more updates from this campaign? Unsubscribe


fundrazr


petfundr


crowdfundr


cocopay