

## Jingle Bell Run/Walk Templates

*More will be added as National makes them available.*

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### Save the Date

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Dear [[First Name]],

Thank you for jingling with us in the past! You made a difference and last year we raised nearly \$8.25 million nationwide. We hope you will join us this year at the **ADD EVENT NAME** on **ADD EVENT DATE!**

Be an early bird and sign up today at **ADD YOUR EVENT LINK**. Remember to use the username and password you set up last year when you register so you'll have access to your past fundraising information.

Thank you!

**ADD CONTACT INFO**

## Register Today

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Dear [[First Name]],

Sign up today for one of the most incredible themed races in your community to help raise funds to fight arthritis at the **ADD EVENT NAME** on **ADD EVENT DATE!**

This year we set a goal to raise \$ **ADD EVENT GOAL** and will need more support than ever to reach our goal.

Bring your family, friends and co-workers and you can even start your own team. If you have any questions about forming a team or being a team captain, please contact us at **ADD CONTACT INFO.**

Get started and register today at **ADD YOUR EVENT LINK.**

Let's jingle today!

### Add Your Local Sponsors

Follow Us:



## It's Time to Jingle!

---

Dear [[First Name]],

It's time to kick off the Jingle Bell Run/Walk season!

Gather your team members, friends and family (registered or not!) and join us at the Jingle Bell Run/Walk Kick Off Event! **INSERT ANY SPECIAL EVENT INFORMATION HERE**

<b>Date:</b>	Day and Date
<b>Time:</b>	Time
<b>Location:</b>	Venue Location
<b>Address:</b>	Address
<b>Parking:</b>	Parking Details
<b>RSVP To:</b>	Add Your Contact Information

We'll see you there!

*Your Jingle Bell Run/Walk Team*

P.S. Forward this email to your friends and family who have not yet registered - everyone is invited!

**Add Your Local Sponsors**

Follow Us:



## Reminder! Let's kick it off.

---

Dear [[First Name]],

Let's get together to kick off the Jingle Bell Run/Walk season!

Gather your team members, friends and family (registered or not!) and join us at the Jingle Bell Run/Walk Kick Off Event! **INSERT ANY SPECIAL EVENT INFORMATION HERE**

<b>Date:</b>	Day and Date
<b>Time:</b>	Time
<b>Location:</b>	Venue Location
<b>Address:</b>	Address
<b>Parking:</b>	Parking Details
<b>RSVP To:</b>	Add Your Contact Information

We'll see you there!

*Your Jingle Bell Run/Walk Team*

P.S. Forward this email to your friends and family who have not yet registered - everyone is invited!

**Add Your Local Sponsors**

Follow Us:



## Too early? No Way!

---

Dear [[First Name]],

The holidays are a few months away, but that's not stopping us from celebrating! Get ready to Jingle in July and register now for the **2014 ADD EVENT NAME Jingle Bell Run/Walk for Arthritis** on **ADD EVENT DATE!**

This is a special year because it's 30th anniversary of Jingle Bell Run/Walk! To celebrate, we are offering a 30th Anniversary FUNDANA\* to anyone who raises \$30 above their registration fee!

## ...and Go Mobile!

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Dear [[First Name]],

Fundraising for the Jingle Bell Run/Walk for Arthritis is easier than ever with our mobile app! Collect donations right from your mobile phone - from work, during social outings, at the gym or even while commuting on the bus or train.

### Here's how:

**Download the Jingle Bell Run/Walk for Arthritis app** from the [App Store](#) or from [Google Play](#) - It's free!

**Sign in** using your event User Name and Password you created when registering for the event.

**Username:** [[login\_name]]

**Password:** [[Password]]

**Send e-mails, texts and social media updates** requesting a donation to anyone in your network. We've even put together templates for you—all you need to do is hit "send."

Capture donations "on the spot."

Track your fundraising progress!

Download the app now and see how easy it is to add more "jingle" to your fundraising efforts. You'll be surprised how easy it is to meet your fundraising goals while on the go!

Good luck!

*Your Jingle Bell Run/Walk Team*

### **Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE] or [EVENT CONTACT EMAIL]



## Ready for a Challenge?

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Dear [[First Name]],

There are [# OF DAYS UNTIL EVENT] day until [EVENT NAME]! As of now, we have raised [TOTAL RAISED] toward our goal of [GOAL AMOUNT].

You're doing great, but are you ready for a fundraising challenge? Here it is: Raise **[DOLLAR AMOUNT]** by **[FUNDRAISING CHALLENGE DEADLINE]**, and you will receive a **[PRIZE]**!

Remember, a great way to boost your fundraising efforts is to download the **Jingle Bell Run/Walk for Arthritis app** from the [App Store](#) or from [Google Play](#) - it's free and a great way to collect donations right from your mobile phone while you're on the go.

So what are you waiting for?

Good luck!

*Your Jingle Bell Run/Walk Team*

### **Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE] or [EVENT CONTACT EMAIL].

# Build your team!

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Dear [[First Name]],

By growing your team, you can get even closer to your team's fundraising goal...faster!

How can you grow your team? Ask everyday people you might not have thought to ask: your hair stylist, your baby sitter, your pharmacist, your next-door neighbor...they will all make potential teammates!

Every team who recruits 5 team members between **[DATE]** and **[DATE]** will be entered into a drawing for a **[INSERT NAME OF PRIZE - Before sending, be sure to check your local raffle laws or reword this email to award the prize to a clearly defined winner. For example whoever recruits the most people (and in case of a tie) who also raises the most money during a specific timeframe.]**! Be sure to visit the [Jingle Bell Run/Walk Team Tools](#) page for event more ideas to help grow your team!

Good luck!

*Your Jingle Bell Run/Walk Team*

## **Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE] or [EVENT CONTACT EMAIL].

## Why do you jingle!

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Dear [[First Name]],

The [EVENT NAME] is [# OF DAYS UNTIL EVENT] away, and now is the time to really amp up your fundraising efforts. Your continued support means so much to the Arthritis Foundation, but it means even more to [HONOREE NAME] who is living with [INSERT FORM OF ARTHRITIS].

**[INSERT LOCAL HONOREE STORY - 3 to 4 sentences recommended.]**

So whether you are jingling for someone you know, or for [HONOREE NAME], remember that every dollar you raise will help bring us closer to finding a cure for arthritis.

Thank you for your continued support!

*Your Jingle Bell Run/Walk Team*

### **Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE] or [EVENT CONTACT EMAIL].

## Start your mobile fundraising!

---

Dear [[First Name]],

As you know, social media is a great way to reach a lot of people with the click of a button. Why not use it to boost your fundraising efforts too? Here are a few [Social Media Tools](#) to help get you started.

And, if you haven't yet, be sure to download the Jingle Bell Run/Walk for Arthritis App from the [App Store](#) or from [Google Play](#) and start fundraising from your smartphone!

You can use the mobile app to send emails, texts and social media updates requesting a donation to anyone in your network. We've even put together templates for you - all you have to do is hit "send".

There are only [DAYS UNTIL EVENT] days until the [EVENT NAME], so keep fundraising!



*Your Jingle Bell Run/Walk Team*

## Gobble up those savings!

---

Dear [[First Name]],

You ate the turkey, stuffed yourself with mashed potatoes and gobbled on all that stuffing! What better way to get back in shape than to JINGLE at the [EVENT NAME].

Take a break from shopping and take advantage of the best Black Friday deal in town! Save \$5 by using the discount code: **[INSERT DISCOUNT CODE]** and Register TODAY for the Jingle Bell Run/Walk!



**[HYPERLINK BUTTON TO YOUR EVENT]**

Jingle Bell Run/Walk is another great opportunity to dress up and TREAT your community by doing something good for others! So register now, plan your costume and tie some jingle bells to your laces on [EVENT DATE]!

See you soon!

*Your Jingle Bell Run/Walk Team*

## Click below for more savings!

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Dear [[First Name]],

While you're hitting all of your favorite websites for deals this Cyber Monday, remember to register ONLINE for the [EVENT NAME]! Register TODAY and receive \$5 off your registration fee! Use the discount code: **[INSERT DISCOUNT CODE]**



**[HYPERLINK BUTTON TO EVENT SITE]**

We can't wait to jingle with you!

*Your Jingle Bell Run/Walk Team*

## #Fundraise!

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Dear [[First Name]],

Today is Giving Tuesday, a national day of giving at the start of the annual holiday season to celebrate and support charitable organizations!

This Giving Tuesday, we encourage you to ask your friends and family to support you in your fundraising efforts for [EVENT NAME]. Let them know that you'll be jingling to find a cure for arthritis on [EVENT DATE] and ask them to donate or even join your team!

Thank you for your continued support of the Arthritis Foundation. We can't wait to jingle with you!

*Your Jingle Bell Run/Walk Team*

## Be a part of the VIP Area!

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Dear [[First Name]],

Are you fundraising for Jingle Bell Run/Walk to cure arthritis? You could earn special incentive prizes or even a place in the VIP Area on race day! Here's how:

**[INSERT INCENTIVE 1]**

**[INSERT INCENTIVE 2]**

**[INSERT INCENTIVE 3]**

**VIP Area for Top Teams** - Keep fundraising and reach for your team goals! The top three fundraising teams will be invited to spend time in the VIP special team area before and after the race, receiving special goodies and prizes.

Thank you for your continued support. Your registration fee gets you to the starting line, but it's your fundraising efforts that will help find a cure for arthritis!

*Your Jingle Bell Run/Walk Team*

## 2 column layout



## Get Ready to Jingle!

Dear [[First name]],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eget sodales turpis, id ultricies sapien. Quisque aliquet bibendum elit vel euismod. Aenean rhoncus eget lectus in vehicula:

- Pellentesque fringilla elit ac orci sagittis consequat. Mauris maximus nibh eu facilisis auctor. Sed luctus lorem ut fringilla ultrices.
- Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque malesuada, nibh quis pellentesque finibus, enim nibh egestas sem, vitae aliquam tellus libero id sapien.
- Integer sed justo imperdiet, varius massa sit amet, varius elit.
- Suspendisse feugiat suscipit enim, vitae laoreet nulla maximus vel.
- Cras sit amet diam non purus molestie pulvinar.

Ut sed posuere velit, id eleifend enim.

Sincerely,  
Jingle Bell Run/Walk Committee

### Event Information

#### Jingle Bell Run/Walk

City, State  
Location  
Date  
Time

### Your Next Steps

Get your reindeer antlers and running shoes ready!

Send a last minute reminder email to friends and family this week through your HQ. Give them an update on your fundraising progress and ask them once more to support you and your efforts!

### Your Login Info

Username: [[login\_name]]  
[[Password]]

[Log In Now](#) <LINK TO YOUR WEBSITE>

Thanks to our Sponsors <ENTER LOCAL SPONSOR LOGOS HERE >

## Event Contact

**Arthritis Foundation**, Address, City, State, Zip  
Coordinator's Name, Email, Phone

Follow  
us:



# Race Day will be here soon!

---

Dear [[First Name]],

There is only one week left until [EVENT NAME]! Here is everything you need to know to have a great race day:

## Event/Program

## Schedule

XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	AM	-	XXXXX
XX:XX	PM	-	XXXXX
XX:XX PM - XXXXX			

## Parking & Directions

[INSERT PARKING INFORMATION].

## Registration

[INSERT REGISTRATION INFORMATION].

## Program

[INSERT ANY ADDITIONAL PROGRAM INFORMATION].

## 5K Run/Walk

[INSERT ADDITIONAL 5K INFORMATION].

## Reindeer Dash (1 Mile Fun Run)

[INSERT ADDITIONAL FUN RUN INFORMATION].

## Awards

[INSERT AWARDS INFORMATION].

## Dogs

[INSERT WHETHER DOGS ARE ALLOWED].

## Donation Drop-Off

[INSERT DONATION DROP OFF INFORMATION].

## Additional Information

The Jingle Bell Run/Walk will be held rain, shine or snow. We do not have the ability to reschedule the event.

For more details and the latest information, click here [\[INSERT HYPERLINK TO RACE DAY INFORMATION\]](#)!

Let's get ready to jingle!

*Your Jingle Bell Run/Walk Team*

**Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE] or [EVENT CONTACT EMAIL].

# Start your mobile fundraising!

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And, if you haven't yet, be sure to download the Jingle Bell Run/Walk for Arthritis App from the [App Store](#) or from [Google Play](#) and start fundraising from your smartphone!

You can use the mobile app to send emails, texts and social media updates requesting a donation to anyone in your network. We've even put together templates for you - all you have to do is hit "send".

There are only [DAYS UNTIL EVENT] days until the [EVENT NAME], so keep fundraising!



*Your Jingle Bell Run/Walk Team*

## **Event Information**

[EVENT DATE]

[EVENT LOCATION], [EVENT ADDRESS 1 &2]

For more information, please contact: [EVENT CONTACT NAME] at [EVENT CONTACT PHONE]  
or [EVENT CONTACT EMAIL].

## Tell us about your experience!

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Dear [[First Name]],

Thank you so much for participating in this year's [EVENT NAME]! We had a fantastic time jingling with you to find a cure for arthritis. Now that Jingle Bell Run/Walk is over, we ask that you please take a moment to complete a brief survey about your experience.

[INSERT SURVEY LINK]

We encourage you to continue to support the Arthritis Foundation and ask others to do the same. Your continued support will help people like [INSERT LOCAL STORY - 2-3 sentences].

Visit [www.arthritis.org](http://www.arthritis.org) to learn more about how you can help the more than 50 million adults and 300,000 children living with this crippling disease.

Thank you!

*Your Jingle Bell Run/Walk Team*