

# 2015 Jingle Bell Run/Walk Email Templates

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# Save the Date

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Dear

Thank you for jingling with us last year! We hope you had a great time and will join us again this year at the **2015 Jingle Bell Run/Walk [CITY NAME] on [EVENT DATE]!** Registration is open and you can take advantage of early bird pricing by registering today.



**[LINK BUTTON TO YOUR EVENT]**

**[Please DO NOT REMOVE login/password information on your emails so past participants can register with previously created username/password]**

User Name:

For security purposes, we are not able to display your password.

*Thank you,  
Your Jingle Bell Run/Walk Team*

# Kickoff

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**Join us to kick off the 2015 Jingle Bell Run/Walk for Arthritis!**

Dear

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

Gather your team members, friends and family (registered or not!) and join us at the Jingle Bell/Walk Kickoff! [INSERT ANY SPECIAL EVENT INFORMATION]

**EVENT DETAILS:**

WHEN: [DAY & DATE] at [TIME]

WHERE: [LOCATION NAME AND ADDRESS]

Please RSVP to [CONTACT NAME] via email [INSERT HYPERLINK TO EMAIL] or call [INSERT PHONE] by [DATE]

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!

# Kickoff Reminder

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Dear

Don't forget to join us for the Jingle Bell Run/Walk kickoff! We're excited to see you, your team members, friends and family (registered or not!) on [INSERT DAY]. [INSERT ANY SPECIAL EVENT INFORMATION].

**EVENT DETAILS:**

WHEN: [DAY & DATE] at [TIME]

WHERE: [LOCATION NAME & ADDRESS]

Please RSVP to [CONTACT NAME] via email [[INSERT HYPERLINK TO EMAIL](#)] or call [[INSERT PHONE](#)] by [DATE]

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!

# Jingle in July



## Take Advantage of Early Bird Pricing

Dear ,

The holidays are a few months away, but we're gearing up for the best Jingle Bell Run/Walk season yet! Take advantage of our early bird pricing and register today [[LINK REGISTER TODAY TO EVENT WEBSITE](#)] for the 2015 Jingle Bell Run/Walk for Arthritis on [\[EVENT DATE\]](#).

This year, we are offering a "[Pocket Jingle](#)" to anyone who raises \$30 above their registration fee!\*

Let's jingle!  
Your Jingle Bell Run/Walk Team

*\*Quantities are limited. Item will be mailed to you upon meeting the \$30 fundraising level.*

### Event Information

**Jingle Bell Run/Walk**  
City, State  
Location  
Date  
Time



**Register Now**

[<LINK TO YOUR WEBSITE>](#)

### Your Login Info

Username:

[Log In Now](#)

[<LINK TO YOUR WEBSITE>](#)

### Pocket Jingle!



# Registration Fee Increase

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Save yourself \$5 and register today!

- Don't wait to sign up for the 2015 Jingle Bell Run/Walk. We know you're still enjoying the last few days of summer, but **[EVENT DATE]** will be here before you know it.

 [Register](#)

**[LINK BUTTON TO YOUR EVENT]**

REGISTER TODAY at **[EVENT URL]**, the registration fee goes up to **[\$[AMOUNT]]** on **[DAY]**. Spread the word and pass on the savings to your friends and family.

Let's jingle today!

*Your Jingle Bell Run/Walk team*

# Register Today



Dear

Sign up today [\[LINK SIGN UP TODAY TEXT TO YOUR EVENT\]](#) to jingle with us at one of the most fun and festive events in our community – the 2015 Jingle Bell Run/Walk in **[CITY]** is only **[XX]** days away! Everyone is welcome - invite your family, friends & co-workers to jingle with you.

**What:** 31st Annual Jingle Bell Run/Walk for Arthritis

**Where:** **[LOCATION]**

**When:** **[DAY, DATE & TIME]**



[\[LINK REGISTER BUTTON TO YOUR EVENT\]](#)

**[PLEASE DO NOT REMOVE LOGIN/PASSWORD ON YOUR EMAILS SO PAST PARTICIPANTS CAN REGISTER WITH PREVIOUSLY CREATED USER NAME/PASSWORD]**

**Your username:**

For security reasons, we cannot display your password.

**[INSERT ANY LOCAL INFORMATION THAT MAKES YOUR EVENT UNIQUE OR APPEALING TO PARTICIPANTS]**

Our goal is to have at least **[XX]** participants and raise **[\$EVENT GOAL]** through the Jingle Bell Run/Walk to help the Arthritis Foundation champion the fight against arthritis. More than 50 million adults and 300,000 children in the United States live with this painful disease.

Let's jingle!

Your Jingle Bell Run/Walk team

# VIP



Congratulations

You have been upgraded to our EXTRA NICE list! You are now part of a very special group of fundraisers!

We are very excited for this year's Jingle Bell Run/Walk, and as a special thank you for all that you're doing to help us reach our \$[EVENT GOAL] goal, we're giving you VIP treatment. You are cordially invited to join your fellow overachievers in the VIP Area [LINK TO YOUR VIP PAGE].

## DETAILS

**What:** VIP Area – an exclusive area featuring the following amenities:

- [SAMPLE AMENTITY: VIP Coat/Bag Check]
- [SAMPLE AMENTITY: Delicious treats and hot beverages]
- [SAMPLE AMENTITY: Indoor or dedicated restroom]
- [SAMPLE AMENTITY: VIP goody bag]

**Where:** [LOCATION]

**When:** [START & END TIME]

Keep up the great fundraising! We will be in touch with more details about your VIP experience by [DATE]. We look forward to welcoming you at the VIP Area [LINK TO YOUR VIP PAGE] on [EVENT DATE].

Jingle on!

Your Jingle Bell Run/Walk Team



# Fundraising Challenge



## Let's Jingle [EVENT CITY]!

Dear

We're closer to the finish line, but still need your help to reach our goal of **[\$[EVENT GOAL]]** to champion the fight against arthritis with life-changing information, science, advocacy and community while we search for a cure.

How can you help? It's easy – just take the first step and ask for donations! Plus, if you take action by midnight tonight you will be entered to win **[PRIZE NAME]**

### Here's how it works:

- For each online donation you receive today, you will be entered to win the **[PRIZE]**
- Donations of all amounts count.
- You can start things off by making the **first (or second)** donation **[LINK TO EVENT DONATION PAGE]** to your own fundraising efforts
- The deadline for qualifying donations is midnight tonight.



**Make it even easier on yourself** by downloading the Jingle Bell Run/Walk mobile app. Use it to send emails, text messages or post to social media to ask friends to join you and/or donate. Download it from the [App Store](#) or from [Google Play](#) - It's free! (Remember your username is

password.

Jingle On!  
Your Jingle Bell Run/Walk Team

## Team Tailgate

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Reserve a space for your team on race day!

We are so excited that your team is jingling with us this year. **Did you know that if your team raises at least \$[INSERT MINIMUM ACCORDING TO MSA 2,000/3,500/5,000] (including registration fees) by [DEADLINE], you will receive a reserved space for your team at Jingle Bell Run/Walk?**

**How does it work?** Every team that raises [INSERT MINIMUM] or more will have a reserved 10x10 tent in our Team Tailgate [LINK TO TEAM TAILGATE PAGE ON EVENT WEBSITE] at Jingle Bell Run/Walk.

**What to do next:**

- Spread the word to all your team members, every new team member and every donation will help you get closer to earning your team tent.
- Download the Jingle Bell Run/Walk app from the [App Store](#) or from [Google Play](#) to send text messages, emails or post to social media and ask for support – it's free!
- Don't hesitate to ask a second (or third time) if your friends, family and co-workers haven't supported you yet.

Need fundraising ideas or help? Check out the fundraising tips on our [website](#). Also,

don't hesitate to contact [STAFF NAME] at [EMAIL] or [PHONE] if there's anything we can do to support your team's fundraising efforts.

Let's jingle!

*Your Jingle Bell Run/Walk staff and planning committee*

## Become a VIP



### Jingle in VIP Style

Dear  ,

Thank you for jingling with us and becoming a champion for people with arthritis by fundraising \$[[EVENT:Donation\_Total\_and\_Reg\_Fee]] so far. **Did you know that if you raise at least \$500 [or \$1000] by [DEADLINE], you will be upgraded to our EXTRA NICE list!**

**What does that mean?** Those who raise \$500 or more (and one guest of their choice), will receive VIP treatment in our VIP Area [LINK TO VIP PAGE ON EVENT WEBSITE] at Jingle Bell Run/Walk.

Now is the time to use the Jingle Bell Run/Walk mobile app to send text messages, emails or post to social media and ask for support. Download it from the [App Store](#) or from [Google Play](#) - It's free! Don't hesitate to ask a second (or third time) if your friends, family and co-workers haven't supported you yet.

#### DETAILS

**What:** VIP Area – an exclusive area to reward our top fundraisers featuring the following amenities:

#### Event Information

**Jingle Bell Run/Walk**  
City, State  
Location  
Date  
Time

#### Fundraising Tips Webinar

You're invited to a Fundraising Tips webinar! Explore the mobile app and share fundraising tips with others from around the country.

Date: November 5, 2015

[Click here](#) to RSVP for the 7:30 PM Eastern webinar

[Click here](#) to RSVP for the 9:00 PM Eastern webinar

#### Your Login Info

- [SAMPLE AMENTITY: VIP Coat/Bag Check]
- [SAMPLE AMENTITY: Delicious treats and hot beverages]
- [SAMPLE AMENTITY: Indoor or dedicated restroom]
- [SAMPLE AMENTITY: VIP goody bag]

Need fundraising ideas or help? Check out the fundraising tips on our [website](#). Also, don't hesitate to contact [STAFF NAME] at [EMAIL] or [PHONE] if there's anything we can do to support your fundraising efforts.

Username:

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