

Email Templates for Drumming Up Pre-Launch Excitement

INDIEGOGO.

Of all the ways to drum up excitement for your crowdfunding campaign, email is by far the most effective. It's highly targeted, it's easy to track, and most importantly, it's 34% more likely to result in monetary support compared to other forms of outreach.

Once you've built up an email list of your target audience (check out our Email Strategy Guide for that), we recommend regularly sending email updates to keep your audience interested and incentivized to support your campaign. Here are a few email templates to get you started.



1) WELCOME EMAIL

At its core, any great crowdfunding campaign starts as a work of passion. Your top job as a crowdfunding campaigner is to share this passion with your target audience. A welcome email is a great way to clearly communicate the problem you're solving, why you're excited about the solution, and why you're uniquely positioned to solve it. This email should be automatically sent to people immediately after they subscribe to your email list.

○ Template

New Message

Dear [recipient],

Thank you for your interest in [campaign name or project idea]! I'm excited to tell you a little bit more about why I'll be launching my campaign on [date].

I've always been passionate about [domain your campaign is in]. [State why you're passionate about this domain, plus a sentence about your experience in this domain].

Over the years, however, I've realized that there's a glaring problem in the area of [domain]: [state the problem]. Rather than just waiting patiently on the sidelines for someone else to solve this, I'm taking action and [solving the problem] myself. My background is in [background], so I'm uniquely positioned to actually change the status quo on this.

I'd be thrilled for you to be part of the journey. [Call to action]

[CALL TO ACTION BUTTON]



{Add an image of yourself
with your prototype, plans, etc}

Thanks, and I look forward to telling you more as my project develops!

All the best,

[Your name]



○ Example

New Message



Dear Gretchen,

Thank you for your interest in Ms. Snipps' Safety Garden Shears! I'm excited to tell you why I'll be launching my campaign on October 16.

I've always been passionate about sharing the joys of gardening with others. I started my first rose garden at age 8, and gardening has filled my life with purpose and vigor.

Over the years, however, I've realized that there's a glaring problem in most home gardens: the tools used to pare back rogue branches and cut weeds are not safe for children. Garden shears are designed for adult hands and can be dangerous for our younger gardeners-to-be.

Rather than just waiting patiently on the sidelines for someone else to solve this, I'm taking action and solving the problem myself — hence Ms. Snipps' Safety Garden Shears, the world's first child-safe toolset for the home garden!

My background is in industrial design and production, so I'm uniquely positioned to actually change the status quo on this.

I'd be thrilled for you to be part of the journey. I could use your help getting the word out. Would you be able to share a link to my pre-launch page on your Facebook and Twitter accounts?



{Image of campaigner holding the Ms. Snipps prototype}

Thanks, and I look forward to telling you more as my project develops!

All the best,

Jojo "Ms. Snipps" Martinez

Pro Tip:

If you use an email service like MailChimp or Constant Contact, we recommend setting up an automatic welcome email trigger when a new person joins your list on your pre-launch page. That way they'll receive your email while your campaign is still top of mind.

2) ONE WEEK OUT

You're a week out from launch! A highly effective tactic at this point is to offer a secret deal or early-bird perk to drum up early excitement. But don't give this perk away for nothing: it's best to ask your audience to share your message in order to receive it. We recommend asking your audience to include links to your campaign on social media or to repost pre-written messages for driving social sharing.

○ Template

New Message



Dear [recipient],

I'm excited to announce that I'll be launching my crowdfunding page for [campaign name or project idea] in just one week! That's one week closer to [solving problem.]

As a personal thank you for your interest so far, I'd like to give you a special perk. If you share a link to my campaign on Facebook or Twitter, I'll be happy to give you [special perk]. (If you've already shared my page on Facebook or Twitter, I'll be happy to give you [special perk].)

Thank you again for your support, and I'll keep you updated in the coming days as my crowdfunding campaign progresses!



{New image of you
holding a prototype}

All the best,

[Your name]

○ Example

New Message



Dear Gretchen,

I'm excited to announce that I'll be launching my crowdfunding page for Ms. Snipps' Safety Garden Shears in just one week! That's one week closer to making gardening tools safe for all ages, even our youngest gardeners-to-be.

As a personal thank you for your interest so far, I'd like to give you a special perk. If you share a link to my campaign on Facebook or Twitter, I'll be happy to give you a 25% discount on a Ms. Snipps' tool kit. (If you've already shared my page on Facebook or Twitter, I'll be happy to give you your 25% discount as well.)

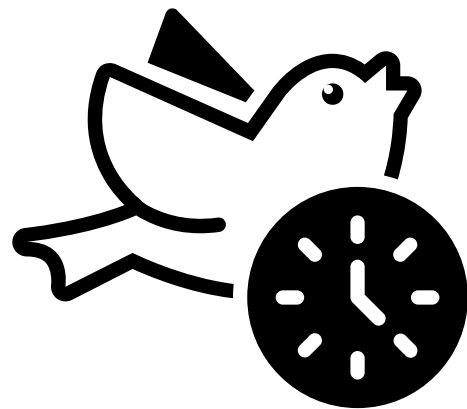
Thank you again for your support, and I'll keep you updated in the coming days as my crowdfunding campaign progresses!



{Image of campaigner holding the Ms. Snipps prototype}

All the best,

Jojo "Ms. Snipps" Martinez



Pro Tip:

Make sure each of your emails has a single call-to-action. Common calls-to-action include: share, contribute, or post. And remember, multiple action items may dilute your message and confuse your audience, so it's best to cap it at just one.

3) THE DAY BEFORE LAUNCH

Now it's time to share more specifics about your early-bird deal. We recommend offering an additional discount (on top of what you offered in email 2) to those who contribute during the first 48 hours after launch. This way they'll be incentivized to contribute early, building early momentum for your campaign.

○ Template

New Message



Dear [recipient],

Just one more day until the launch of [campaign name or project idea]! That's one day until we start [solving the problem].

As another thank you for your support, I'd like to offer you a second special perk: [special perk #2]. This will be in addition to [special perk #1] if you've already claimed that one. (It's not too late to claim [special perk 1] by the way!)

Mark your calendars because I'll only be able to give this special perk for the first 48 hours of my campaign. After 48 hours, [special perk will go away], so don't miss out.

Thank you again for your support, and I'll keep you updated in the coming days as my crowdfunding campaign progresses!

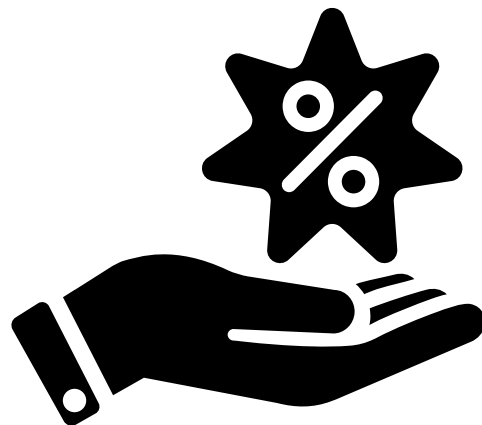
MARK MY CALENDAR



{New image of you holding a prototype}

All the best,

[Your name]



○ Example

New Message



Dear Gretchen,

Just one more day until the launch of Ms. Snipps' Safety Garden Shears! That's just one day until we start making gardening safer and more accessible for all age levels.

As another thank you for your support, I'd like to offer you a second special perk: an additional 35% off if you pre-order during the first 48 hours of my campaign. This will be in addition to special perk #1, which is 25% off of your pre-order if you share my pre-launch page on Facebook or Twitter. (It's not too late to claim special perk #1 by the way!) Together, that's a total of 60% off the retail price.

Mark your calendars because I'll only be able to give this additional 35% off for the first 48 hours of my campaign. After 48 hours, these perks will go away, so don't miss out.

Thank you again for your support, and I'll keep you updated in the coming days as my crowdfunding campaign progresses!

MARK MY CALENDAR



{Image of campaigner holding the Ms. Snipps' prototype}

All the best,

Jojo "Ms. Snipps" Martinez

Pro Tip:

Campaigns that eventually hit their goal typically have very strong launches. We recommend trying to raise 30% of your goal in the first 48 hours of your campaign, which will put your campaign on solid footing to hit its goal by campaign's end.

4) LAUNCH DAY

Congratulations, your big day is here! Now it's time to tell your list about your launch and notify them that they have a limited time to claim the perk from email 3. Make sure to include an image of your product, as well as a call-to-action button front and center, above the fold. Effective calls-to-action include: "Contribute Now!", "Pre-Order," and "Support Here."

○ Template

New Message



Dear [recipient],

TODAY IS THE DAY! Today we start [solving the problem].

A reminder that for the first 48 hours of my campaign, you'll have access to [special perks #1 and #2]. After 48 hours, [special perk will go away], so don't wait!

You can back my campaign on my campaign page, which is NOW LIVE!

Thank you again for your support. I'm excited to have you along for the journey to [solve the problem]

CONTRIBUTE NOW



{New image of you
holding a prototype}

All the best,

[Your name]

○ Example

New Message



Dear Gretchen,

TODAY IS THE DAY! Today we start making the joys of gardening more accessible to everyone, regardless of their age and skill level.

A reminder that for the next 48 hours only, you'll have access to two special perks: (1) 25% for sharing a link to my page and (2) an additional 35% for pre-ordering your Ms. Snipps' tool kit. After 48 hours, I won't be able to offer these perks any more, so don't wait!

You can back my campaign on my campaign page, which is **NOW LIVE!**

Thank you again for your support. I'm excited to have you along for the journey to make gardening a safer activity for all.

CONTRIBUTE NOW



{Image of campaigner holding the Ms. Snipps prototype}

All the best,

Jojo "Ms. Snipps" Martinez

