



Fundraiser Communication Toolkit

Ready-to-use communication
templates to help you promote
your fundraiser.



Raise more. Do less.



SAMPLE EMAIL COPY 1

Fundraiser Email from the Club



Subject: <Insert First Name, or 'Friend'>, help <Team/Club/Organisation Name> thrive big this season!



Hi <Insert First Name, or 'Friend'>,

You're at the heart of the <Club/Organisation Name> community and your support means everything to us.

This season, we have an exciting goal: raising funds for <insert team need>. With your help, we can give our team what it needs to shine, from <Small thing you need 1> to <Larger thing you need 2> and up to <Highest value thing you need 3>.

By joining Swoodle, you not only support our club but also unlock exclusive local deals and experiences. It's a win for you and a win for the team.

Ready to make a difference? Support <Club/Organisation Name> today: <your Swoodle Marketing page link>

Thank you for being part of our journey. Together, we can make this season one to remember!

<Name>

<Club Name>

<Title>

P.S. Every new Swoodle member helps give our club the boost it needs. Let's do this together!

SAMPLE EMAIL COPY 2

Fundraiser Email from the Club



Subject: <Insert First Name, or 'Friend'>, let's lift <Team/Club/Organisation Name> this season!



Hi <Insert First Name, or 'Friend'>,

Every cheer, every clap, every moment you spend supporting <Club/Organisation Name> helps our team thrive. This season, we have an exciting challenge ahead: raising funds for <insert team need>

.
By joining Swoodle, you give our club the resources it needs to grow, improve, and succeed — whether it's <Small thing you need 1>, <Larger thing you need 2> or <Highest value thing you need 3>

.
Plus, as a Swoodle member, you unlock exclusive local deals while directly backing our team. It's a simple way to make a real difference.

Ready to help <Club/Organisation Name> reach new heights? Join Swoodle today: <your Swoodle Marketing page link>

Thanks for being part of our community,
<Name>
<Club Name>
<Title>

P.S. Every new member brings us closer to our goals. Your support helps the club shine this season

SAMPLE EMAIL COPY 3

Fundraiser Email from the Club



Subject: <Insert First Name, or 'Friend'>, help <Team/Club/Organisation Name> reach new heights!



Hi <Insert First Name, or 'Friend'>,

Picture our team ready for the season, fully supported and equipped to give their best. That's the impact you can have.

By joining Swoodle, you help <Club/Organisation Name> grow stronger, chase its goals, and make real progress this season. Your support contributes to <Small thing you need 1>, <Larger thing you need 2>, and <Highest value thing you need 3>, turning our plans into achievements.

As a Swoodle member, you also get access to exclusive local deals while directly backing our club.

Be part of the team that makes it happen. Join Swoodle today: <your Swoodle Marketing page link>

Thanks for supporting our club,

<Name>

<Club Name>

<Title>

SAMPLE EMAIL COPY 4

Fundraiser Email from an Individual



Subject: Will you help me and <Team/Club/Organisation Name> this season?



Dear <Insert First Name, or ‘Friend’>,

I love getting out there and playing for <Team/Club/Organisation Name>. I love our team, our community, and the chance to give my best every game. But just like me, you know we can’t do it alone – we need the support of friends, family, and our community cheering from the sidelines. This season, there’s one thing that could make a real difference: resources. With more people joining Swoodle, our club could get <Small thing you need 1>, <Larger thing you need 2>, and if enough of us get involved, we could improve <Highest value thing you need 3> too.

By joining Swoodle, you’ll get access to exclusive local offers while directly supporting our club. Every new subscriber helps the team grow stronger, better, and ready to shine.

Imagine what that would do for our team! That’s why I wanted to reach out personally and ask you to join Swoodle and help us chase our goals. Join me and our team today: <your Swoodle page link>

.
Thanks so much for all your support already. I’m really excited to see what we can achieve this season!

Cheers,
<Name>
<Club Name>

P.S. By joining Swoodle, you’re helping our club grow, reach our goals, and give our team the boost it deserves.

SAMPLE EMAIL COPY 5

Thank You Email from the Club



SWOODLE

Subject: Thank you for helping our team score another win!



Dear <Insert First Name, or 'Friend'>,

On behalf of <Club Name>, a huge thank you for subscribing to Swoodle!

Not only are you passionate about our team, but you're also putting that passion into action — legendary! If you know anyone else who'd like to support the club, feel free to share Swoodle: www.swoodle.com.au

Our biggest win this season comes from supporters like you. Your backing makes a real difference on and off the field, and we couldn't do it without you.

If you know anyone else who'd like to support the club, feel free to share Swoodle: <your Swoodle page link>

Thanks again for being part of our community. Now, it's time to go get a win in your honour!

Best regards,

<Name>

<Club Name>

SAMPLE EMAIL COPY 6

Thank You Email from an Individual



SWOODLE

Subject: Thank you for helping me and our team score another win!



Hi <Insert First Name, or 'Friend'>,

I just wanted to personally say thank you for subscribing to Swoodle and supporting me and <Team/Club Name> this season!

It's not just your passion for our team — it's the action behind it that makes a real difference. Your support is helping us improve <Small thing 1> ,<Larger thing 2>, and <Highest value thing 3>, and gives our team the tools we need to perform at our best.

Knowing people like you are behind us is one of the biggest wins of all. If you know anyone else who might want to support us, feel free to share Swoodle: www.swoodle.com.au

Thanks again — I can't wait to play this season with your support cheering us on!

Cheers,
<Name>

SAMPLE WHATSAPP COPY 1

Fundraiser Text from the Club

SWOODLE



Version 1: Support & Benefits Focus



Hi <Insert First Name>

This season, <Team/Club/Organisation Name> is chasing big goals — and we need your support! By joining Swoodle, you'll help the club improve <Small thing 1>, <Larger thing 2>, and even <Highest value thing 3>

.
Subscribers also get access to exclusive local offers while directly supporting our team. Every new member helps <Club/Organisation Name> grow stronger, better, and ready to shine.

Join today and be part of our winning community: <your Swoodle page link>

Version 2: Energetic & Exciting



Hey <Insert First Name>!

The new season is here, and <Team/Club/Organisation Name> is ready to shine — but we can't do it alone. By joining **Swoodle** , you'll help us get <Small thing 1>, <Larger thing 2>, and <Highest value thing 3>, while enjoying exclusive local offers!

Every subscriber counts and makes a real difference for our team. Help us give our players the boost they deserve this season.

Join the club community now: <your Swoodle page link>

SAMPLE WHATSAPP COPY 2

Fundraiser Text from the Club



SWOODLE

Version 3: Quick & Direct



Hi <Insert First Name>!

Support <Team/Club/Organisation Name> this season by joining Swoodle! Help the club improve <Small thing 1> ,<Larger thing 2> , and <Highest value thing 3> while getting access to exclusive offers.

Every subscriber helps our team grow stronger, perform better, and shine on the field. Choose us as your fundraiser when signing up and 40% of your Swoodle membership backs our team!

Be part of it: www.swoodle.com.au

Version 4: Friendly & Community-focused



Hey <Insert First Name>!

We love our community, and this season <Team/Club/Organisation Name> wants you on our side! By joining Swoodle, you'll help the club improve <Small thing 1> , <Larger thing 2> , and <Highest value thing 3> — plus enjoy exclusive deals for members.

Together, we can make this season amazing!

Join us today: www.swoodle.com.au

SAMPLE WHATSAPP COPY 3

Fundraiser Text from an Individual

SWOODLE



Version 1: Energetic & Personal



Hey <Insert First Name>!

I'm playing for <Team/Club/Organisation Name> this season and could really use your support! By joining Swoodle, you'll get exclusive local offers and help our club improve <Small thing 1>, <Larger thing 2>, and even <Highest value 3>

.
Every new subscriber helps our team grow stronger and shine on game day!
Join here: www.swoodle.com.au

Thanks heaps! Let's make this season one to remember!

– <Name>

Version 2: Friendly & Direct



Hey <Insert First Name>,

I love playing for <Team/Club/Organisation Name>, but we can't do it without our community behind us!

By joining Swoodle, you'll get exclusive local offers while helping our club reach its goals – from <Small thing 1> to <Highest value 3>

.
It only takes a minute to join and makes a big difference for the team!

Click here to join: www.swoodle.com.au

Thanks for being part of our team!

– <Name>

SAMPLE WHATSAPP COPY 3

Fundraiser Text from an Individual



Version 3: Short & Punchy



Hi **<Insert First Name>!**

Want to help **<Team/Club/Organisation Name>** this season? By joining Swoodle, you get awesome local offers and help the team improve **<Small thing 1>**, **<Larger thing 2>**, and **<Highest value 3>**

.
Every subscriber counts — we'd love your support!

Join here: www.swoodle.com.au

– **<Name>**

Version 4: Community & Friendly



Hey **<Insert First Name>!**

Want to be part of our club's big season? Join Swoodle to support **<Team/Club/Organisation Name>** and get local offers while helping us improve **<Small thing 1>**, **<Larger thing 2>**, and **<Highest value 3>**

.
Join here: www.swoodle.com.au

<Name>

SAMPLE WHATSAPP COPY 4

Thank You Text from the Club



SWOODLE

Version 1: Short & Direct



Hey <First Name> 🙌

A huge thank you from everyone at <Club Name> for subscribing to Swoodle 🙌

Your support makes a real difference and is already helping us fund gear and plan for future wins — absolute legend! 🏆

If you know anyone else who'd like to support the club, feel free to share:

👉 www.swoodle.com.au

Thanks again — we'll go get a win in your honour! 💪

<Club Name>

SAMPLE WHATSAPP COPY 5

Thank You Text from an Individual



SWOODLE

Version 1: Short & Direct



Hey <First Name> 🙌

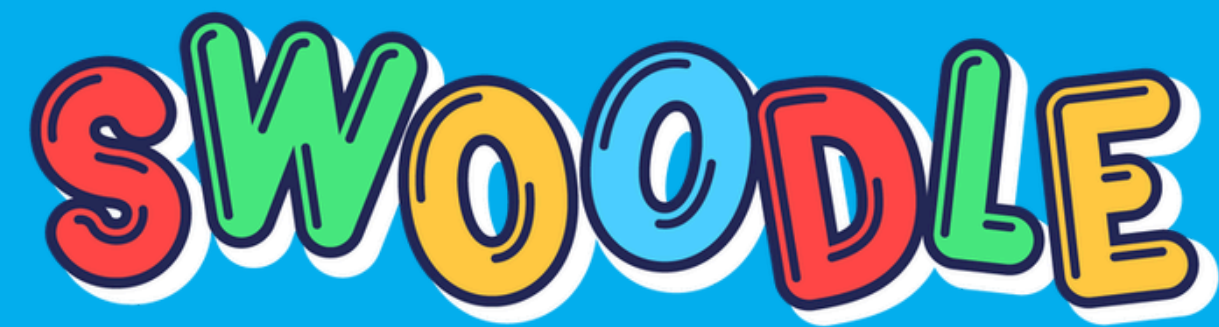
Just wanted to say a big thank you for supporting us through Swoodle — it honestly means a lot. Your support helps make things like new gear and future plans possible, and we really appreciate it 🙏

If you know anyone else who might like to support the team, feel free to share:

👉 www.swoodle.com.au

Thanks again — truly appreciate it!

<Name>



Members save. Businesses grow. Fundraisers get support.