



Writing Merchant Referral Emails

Pre-written email options to kickstart your email copywriting.



Raise more. Do less.



SAMPLE SPORTING CLUB EMAIL 1

For familiar audiences (Family & members)



SWOODLE

Subject: **<Name> Reach New Heights in Sales and Help Power Our Club the Swoodle Way**



Dear **<Merchant contact name>**

Thank you for being such a passionate member of **<our Club Name>**'s community.

We're on a mission to supercharge our fundraising – and you can help make it happen by becoming a Swoodle Merchant.

Swoodle Makes Fundraising Smarter

Swoodle takes the hard work out of fundraising and turns it into a long-term revenue stream. All we need is for awesome businesses (like yours!) to get involved.

Got a Business? Make an Offer.

Offer something simple – an introductory deal, a small discount, or ongoing special – and you'll be listed on the Swoodle Marketplace, promoted to:
Our loyal club members & supporters and thousands of active Swoodle subscribers.

More merchants = more subscribers = more money raised for **<our Club Name>**. It's that simple.

Who Can Help?

- Past supporters & sponsors: reconnect with our community
- Familiar faces– parents, friends, club families, co-workers
- Local legends – cafés, retailers, hairdressers, gyms, and more!

Become a Merchant Today

Signing up is quick, free, and gives your business a valuable marketing boost. Best of all, your support helps us grow, thrive, and stay competitive.

Sign up here: www.swoodle.com.au/merchant-feature/

Questions? Need help? Just reply to this email or chat to a club volunteer – we've got your back.

Or reach out to the team at Swoodle for more information on info@swoodle.com.au

Thanks for backing us,

<Name>

<Club Name>

<Title>

SAMPLE SPORTING CLUB EMAIL 2

For familiar audiences (Family & members)



SWOODLE

Subject: **List Your Business. Gain Loyal Customers. Back the Club. Everyone Wins.**



Dear <Merchant contact name>

Thank you for being such a passionate member of <our Club Name>'s community.

We're on a mission to supercharge our fundraising — and we'd love your support.

By becoming a Swoodle Merchant, your business can help our club grow, thrive, and raise vital funds — all while getting valuable exposure to new customers.

Why Swoodle?

Swoodle turns everyday shopping into ongoing fundraising. It's a smarter, low-effort way to give back — and all it takes is a simple offer from local businesses like yours.

You have a Business. Make an Offer.

Offer a small discount, special deal, or introductory promo — and your business will be featured on the Swoodle Marketplace, promoted to:

Our club members and supporters and thousands of Swoodle subscribers across the community

More merchants = more supporters = more funds for <our Club Name>.

Who Can Get Involved? We're inviting:

- Past sponsors and supporters
- Club families, friends, and co-workers
- Local legends — cafes, retailers, hairdressers, gyms, and more

If you know someone who could help, please share this with them!

Become a Merchant Today

Signing up is quick, free, and gives your business a valuable marketing boost. Best of all, your support helps us grow, thrive, and stay competitive.

Sign up here: www.swoodle.com.au/merchant-feature/

Simply reply to this email, chat to a club volunteer, or reach out to the team at Swoodle for more info on info@swoodle.com.au

Thanks for backing us,

<Name>

<Club Name>

<Title>

SAMPLE SPORTING CLUB EMAIL 3

For familiar audiences (Family & members)



SWOODLE

Subject: **Grow Your Business with a Small Offer <Your Club Name>**



Dear <Merchant contact name>

Thank you for being such a passionate member of <our Club Name>'s community.

Let's Power Up Our Club Together!

We're on a mission to turbocharge our fundraising—and with your help, we can score big for our players and our club!

Swoodle Makes Fundraising Simple & Smart

Swoodle turns everyday support into a winning streak for our club. It's easy: local businesses (like yours!) join in, offer a deal, and together we all win.

Got a Business? Make an Offer!

Give our supporters a special discount, an introductory deal, or an ongoing offer—and your business will be featured on the Swoodle Marketplace. You'll be promoted to:

Our loyal club members & families and thousands of active Swoodle subscribers in our community

More merchants = more supporters = more success on and off the field!

Who Can Help?

- Past players, supporters & sponsors: reconnect and give back to the club you love
- Club families, friends & co-workers: rally behind your team
- Local legends: cafés, retailers, hairdressers, gyms—everyone's invited!

Become a Merchant Today

Signing up is quick, free, and gives your business a valuable marketing boost. Best of all, your support helps us grow, thrive, and stay competitive.

Sign up here: www.swoodle.com.au/merchant-feature/

Questions?

Reply to this email, chat with a club volunteer, or reach out to the Swoodle team on info@swoodle.com.au—we're all here to help!

Thanks for backing us,

<Name>

<Club Name>

<Title>

SAMPLE EMAIL SIGNATURES

For Club Fundraisers



SWOODLE

HELP POWER
OUR CLUB
THE SWOODLE WAY.



LIST YOUR BUSINESS
BACK THE CLUB
EVERYONE WINS!



GET SEEN.
GIVE BACK.
GROW TOGETHER.



SAMPLE SCHOOL EMAIL 1

For familiar audiences (Family & members)



SWOODLE

Subject: **Grow Your Business with a Small Offer** <Your Club Name>



Dear <Merchant contact name>

Thank you for being such a passionate member of <our School Name>'s community.

We're raising funds to support our students — and we'd love your help.

By becoming a Swoodle Merchant, your business can play a direct role in supporting our school community, all while gaining valuable exposure to local families.

Why Swoodle?

Swoodle is a smarter, low-effort way to fundraise. It connects everyday spending with local causes — turning your offers into meaningful support for our school.

How You Can Help

Offer a simple discount, special deal, or introductory offer — and your business will be featured on the Swoodle Marketplace, promoted to:

Our school families and supporters and thousands of engaged Swoodle users across the community

More businesses = more offers = more funds for our students.

Who Can Join?

We're reaching out to:

-Past sponsors and school supporters

-Parents, friends, and extended networks

-Local businesses – cafes, retailers, hairdressers, service providers, and more

Know someone who might want to help? Please share this opportunity with them too!

List Your Business Today

Signing up is quick, free, and gives your business a valuable marketing boost — and your support will make a lasting impact on our students and their future.

Sign up here: www.swoodle.com.au/merchant-feature/

Just reply to this email, speak with a school volunteer, or connect directly with the team at Swoodle for more details on info@swoodle.com.au.

Thanks for backing our school community.

<Name>

<Club Name>

<Title>

SAMPLE SCHOOL EMAIL 2

For familiar audiences (Family & members)



SWOODLE

Subject: **<Your Name> Boost Your Sales While Backing Our School**



Dear **<Merchant contact name>**

Thank you for being such a passionate member of <our School Name>'s community.

We're working hard to raise funds for our school — and your business can make a big difference.

By partnering with Swoodle as a Merchant, you'll help support our students, while also gaining valuable exposure to families and supporters in the local community.

How It Works

Swoodle is a digital fundraising platform that connects everyday shopping with local causes. Businesses like yours simply offer a small discount or deal, and in return:

You're featured on the Swoodle Marketplace, promoted to:

Our school community and reached by thousands of Swoodle users

Your offer drives real support for our school — and brings new customers to your door or online.

It's Easy to Get Involved. We're inviting:

-Past supporters and local sponsors

-School families and extended networks

-Local businesses of all kinds — cafes, tradies, beauty salons, gyms, and more

Signing up takes just a minute — and every new offer helps us get closer to our fundraising goals.

Support Our School, Grow Your Business

Signing up today. It's quick, free, and gives your business a valuable marketing boost.

Sign up here: www.swoodle.com.au/merchant-feature/

Want to know more or need a hand getting started?

Just reply to this email, talk to a school volunteer, or contact the friendly team at Swoodle on info@swoodle.com.au.

Thanks so much for considering this — together, we can make a big impact.

<Name>

<Club Name>

<Title>

SAMPLE EMAIL SIGNATURES

For School Fundraisers



SWOODLE

LIST YOUR BUSINESS
SUPPORT
LOCAL STUDENTS.



YOUR BUSINESS
CAN HELP OUR
SCHOOL SUCCEED!



JOIN OUR SCHOOL'S
FUNDRAISING MOVEMENT
WITH SWOODLE.



SAMPLE COMMUNITY ORG EMAIL 1

For familiar audiences (Family & members)



SWOODLE

Subject: **<Your Name> Get Seen, Gain Customers, and Give Back Locally with Swoodle**



Dear **<Merchant contact name>**

Thank you for being such a passionate member of <your Community Organisation>'s community.
We're reaching out to invite you to be part of something that gives back — and gives your business local exposure in return.
By joining Swoodle as a Merchant, your business can help support [Your Community Organisation Name] while connecting with customers who care about supporting local.

Give Back the Smart Way

Swoodle is a community-driven platform that turns simple business offers into meaningful support for local causes.
All you need to do is offer a small discount, deal, or perk — and in return:
Your business will be listed on the Swoodle Marketplace promoted to:
Our organisation's supporters and seen by thousands of Swoodle users in your area
It's visibility with purpose — and it makes a real impact.

Who Can Join?

We welcome all kinds of local legends:
-Cafes, salons, tradies, retailers, and service providers
-Long-time supporters and local sponsors
-Friends, family, and businesses connected to our cause
Know someone else who may want to support us? Please pass this on!

Make a Difference and Sign up Today!

Signing up is quick, free, and gives your business a valuable marketing boost. — and your support helps <Your Community Organisation Name> continue the important work we do in the community. Sign up here: www.swoodle.com.au/merchant-feature/

Reply to this email, speak with one of our volunteers, or get in touch with the friendly team at Swoodle for more info on info@swoodle.com.au.
Thanks for supporting local — it means the world to us.

<Name>
<Club Name>
<Title>

SAMPLE COMMUNITY ORG EMAIL 2

For familiar audiences (Family & members)



Subject: **List Your Business, Drive Customers. Help <Your Community Organisation Name> Thrive**



Dear <Merchant contact name>

Thank you for being such a passionate member of <your Community Organisation>'s community.

We're working to raise vital funds for our community — and we'd love your support.
By becoming a Swoodle Merchant, your business can help [Your Community Organisation Name] continue to grow, support others, and make a lasting impact — all while gaining exposure to local customers.

Why Swoodle?

Swoodle is a smart, easy-to-use fundraising platform that turns everyday offers into real support for local causes.
All it takes is a simple offer from businesses like yours.

How You Can Help

Offer a small discount, special deal, or introductory offer — and your business will be featured on the Swoodle Marketplace, promoted to:
Our community supporters and members
Thousands of active Swoodle users
More local offers = more engagement = more funds raised.

Who Can Join?

We're calling on:
Past sponsors and supporters
Friends, families, and community members
Local businesses of all kinds — cafés, retailers, health and wellness providers, trades, services, and more
If you know someone who might want to get involved, feel free to pass this on!

Join Swoodle Today

Signing up is quick, free, and gives your business a valuable marketing boost. — and your support will help <Your Community Organisation Name> continue to thrive.
Sign up here: www.swoodle.com.au/merchant-feature/

Have questions? Just reply to this email, connect with one of our volunteers, or reach out to the Swoodle team directly on info@swoodle.com.au.

Thank you for being part of something bigger.

<Name>
<Club Name>
<Title>

SAMPLE EMAIL SIGNATURES

For Community Fundraisers



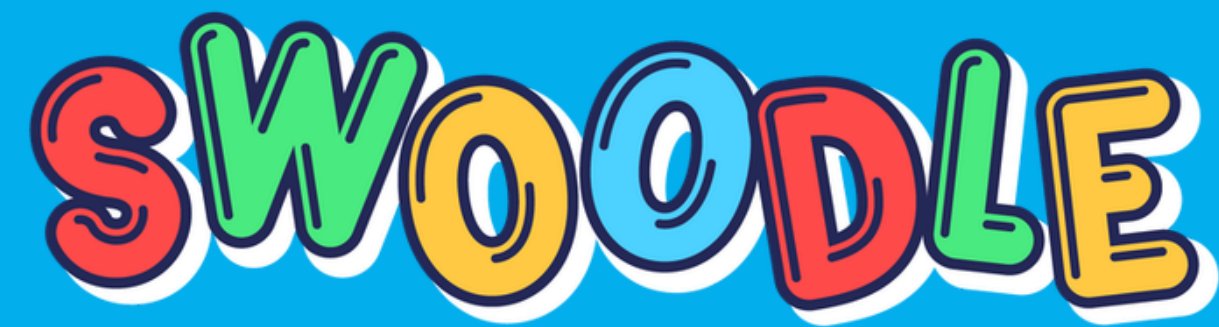
SWOODLE

GET SEEN LOCALLY
GIVE BACK LOCALLY
WITH SWOODLE.



LIST YOUR BUSINESS
HELP US
THRIVE.





Members save. Businesses grow. Fundraisers get support.