

## Team Weitzman Sample Emails & Timeline

### Establish a Timeline

We've all heard the adage that "timing is everything." This is most certainly true with fundraising campaigns, especially those that are driven by a specific date. So, once your page is built and the list of people to whom you'll be sending the campaign is finalized, you can put together a timeline of events. Typically, from start to finish, you can expect about 4 to 5 weeks. We recommend the following order:

Day #	Event
1	Launch Your Campaign by letting your network know that you are fundraising. Set a deadline date for giving
8-14	Send Reminder #1
15 - 28	Send Reminder #2
29-35	Tally your gift information
36-45	Send out campaign wrap up and thank you. Let your supporters know how the campaign performed.

In between your emails would be a good time to get the message out on your social media platforms.

## Sample Emails

### 1. Sample Letter to Launch Campaign

Hi [Salutation],

I'm excited to let you know that I've joined as a team member for the Weitzman National Museum of American Jewish History—Team Weitzman—and I'm helping them to raise funds for Giving Tuesday.

I'm especially proud to be supporting this amazing Museum and have set a fundraising goal of \$xxxx. Please help me support this singular Museum which—through its collections, exhibitions, public programs, and curricula—tells the incredible 368-year story of Jews in America. A story that has shaped, and is shaping, this nation and the world.

I've been a member/supporter of The Weitzman for [x] years and I joined because [reason for supporting The Weitzman]. Now, I hope you too will support the Museum too with a [campaign] gift. Simply click on the link below and follow the instructions to make a tax-deductible gift. With a donation of \$54 or greater, you will automatically be enrolled as a member of The Weitzman and receive a host of benefits that you can find [here](#).

Thank you in advance for your generous support.

Sincerely,

[Your Name]

### 2. Sample Reminder Letter

Dear [Salutation],

It's been a little over a week since I contacted you about my [campaign name] campaign for the Weitzman National Museum of American Jewish History and my fundraising goal of \$xxxx. It's true that it takes a village to ignite change, so I'm excited to have my friends and family support this exceptional Museum in bringing innovative exhibitions, exceptional programming, and engaging events to the public.

If you haven't done so already, I hope you'll support my campaign by making a gift today. Plus, any donation over \$54 entitles you to Museum membership which comes with a host of awesome benefits. Thank you again!

### 3. Thank You Letter Upon Receipt of Donation

Dear [NAME OF DONOR],

Thank you for supporting my Team Weitzman efforts to benefit the Weitzman National Museum of American Jewish History. Your generosity not only inspired me in my fundraising, but also provided much needed assistance for the Museum in preserving, exploring, and celebrating the 368-year history of Jewish life in America. Together, we are helping Weitzman advance a deeper, more nuanced, and inclusive understanding of American history—one seen through an American Jewish lens.

Becoming a Team Weitzman member and being a part of the Museum's vital mission has been a truly rewarding experience for me, enriched by your support. In total, I raised [TOTAL FUNDRAISING DOLLARS] for the Weitzman National Museum of American Jewish History. But I could never have accomplished this without your help. Thank you for your incredible support!

*"If you have a goal, if you want to be successful, if you really want to do it...you've got to work hard, you've got to stick to it and you've got to believe in what you're doing."* – Estée Lauder

With Thanks,

[Your Name]