

Dear [name]:

We will be launching “[Contest name]” on [contest start date]. Voting will end at midnight on [contest end date +1].

After the votes are tallied, the organization with the most votes will win [contest first prize]. Second place will receive [second place price] and third place will get [third prize].

Attached you will find a contest badge and social media post. We ask that you add the badge to your website with a link to our voting page. We will also provide you with a backlink to your website.

To help generate awareness, share the attached image or upload it to your social media accounts.

For best results, highlight what the money means for you and how you’ll use it to further your cause.

Need more votes? Here are a few things you can try:

- Posting flyers with an UR code linking to the voting page
- Doing a match program with your donors to keep it interesting
- Writing up a newsletter article or eblast
- Offering a prize to a random voter
- Asking people to vote at group meetings
- Putting up a video on YouTube or Facebook
- Posting about the contest regularly on social media

Thank you for your participation. We hope that this program will help bring more recognition to your organization and your mission.

Sincerely,

[Name]