Heroes on the Dance Floor — Follow-Up Email/Text

Pledge Email Template

<How to use this template (delete italicized text, before sending to donors)

Send the follow-up email around Nov 24.

- *Replace everything in **[brackets]** before sending.*
- *Personal notes outperform mass mail. A one-line opener in your own voice ("I'll be the one in the gold cape") makes a big difference.*

Reminder (send around Nov 24 to anyone who hasn't pledged)

Subject: 10 days until the capes come out

Hi [First Name],

A quick note: Heroes on the Dance Floor is just 10 days away, on Saturday, December 5. We're [X]% of the way to our [$goal] goal for the Ojai World Dance Festival 2027.

If you'd like to join in, you can pledge in under a minute here: https://givebutter.com/danceojai2026 Every gift, big or small, keeps the festival's day program free for our community.

Thank you,

[Your Name]