B1 - Heroes on the Dance Floor — Returning Donors

Pledge Email Template

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

Send this email to anyone who pledged in 2023, 2024 or 2025. Send the first email this week, the reminder around Nov 24, and the thank-you within 48 hours of each pledge.

- *Replace everything in **[brackets]** before sending. The key ones are the pledge link, event time and venue, and your fundraising goal.*
- *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.*
- *Pick one subject line per version and test it on a few people first if you can.*
- *Facts used here come from danceojai.org: Dance Ojai's 501(c)(3) status, 13+ years of programs, and the Ojai World Dance Festival on Saturday, May 1, 2027 at Libbey Park and Libbey Bowl.>*

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Subject line options (choose one and delete others before sending)

- [First Name], you're one of our original heroes
- Year four, and we're bringing capes
- Thank you for three years. Will you dance with us again?

Dear [First Name],

For [1, 2, or 3] years running, you've pledged our dance-a-thon, and I want to start by saying thank you. Supporters like you are a big part of why the Ojai World Dance Festival grew from its first evening at Libbey Bowl in 2024 into a full-day celebration for the whole valley.

This year we're turning it up. On **Saturday, December 5**, the board and community will dance in full superhero costume for **Heroes on the Dance Floor**. Every pledge supports the **Ojai World Dance Festival 2027** on **Saturday, May 1**.

What your support has built

- A festival that now welcomes more than 3,500 attendees and supports over 300 artists each year
- A free day program at Libbey Park with dozens of dance groups, live music and local vendors
- An evening showcase at Libbey Bowl featuring some of Southern California's finest cultural dance companies

Will you renew your pledge?

Last year, your generous gift of [amount] helped us share the joy of dance with even more people; bringing together dancers, artists, and community members for a vibrant celebration of movement, culture, and connection in the Ojai Valley.

Would you consider renewing at that level, or stepping up to [amount + 25%] this year?

- **Renew or increase your pledge:** https://givebutter.com/danceojai2026
- **Sponsor a dancer:** [sponsor link]
- **Cheer us on in person:** 5 Dec; 10am PST at the Ojai Art Center, 113 S. Montgomery, Ojai CA 93023

As a 501(c)(3) nonprofit, Dance Ojai provides tax receipts for every gift. Checks payable to Dance Ojai can be mailed to PO Box 68, Ojai, CA 93024.

It means the world that you keep showing up for the arts in Ojai. I hope to see you on the dance floor.

Warmly,

[Your Name]

Dance Ojai [phone] · contact@danceojai.org · danceojai.org

P.S. As a loyal supporter, you'll be listed as a "Founding Hero" in our new quarterly donor newsletter, unless you'd prefer to stay anonymous. Just reply and let me know.