A1 - Heroes on the Dance Floor — New and Prospective Donors (Initial Email)

Pledge Email Template

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

Send Version A to new prospects. 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)>

- Be a hero for the arts in Ojai
- Capes on, music up: will you pledge a dancer?
- Our board is dancing in superhero costumes. Here's why.

Dear [First Name],

On Saturday, December 5, the Dance Ojai board and community will suit up in capes, masks and tights for **Heroes on the Dance Floor**, our annual dance-a-thon. We'll dance for 2 hours at the Ojai Art Center, and every pledge goes directly to the **Ojai World Dance Festival 2027**.

I'd love for you to be one of our heroes behind the scenes.

Why it matters

The Ojai World Dance Festival returns on **Saturday, May 1, 2027**, with a free daytime celebration at Libbey Park and a ticketed evening showcase at Libbey Bowl. Each year it welcomes more than 3,500 attendees and supports over 300 artists, from flamenco and folklórico to taiko, hula and Bollywood.

Keeping the day program free and paying our artists fairly depends on community support. Your pledge helps cover:

- Artist stipends for performers from across Southern California
- Stage, sound and lighting at Libbey Bowl
- Free family activities and the open dance floor at Libbey Park

How to pledge

- **Make a pledge:** Any amount helps. [$25 / $50 / $100 / $250] at https://givebutter.com/danceojai2026
- **Sponsor a dancer:** Back me or another board member and we'll dance harder for you. [sponsor link]
- **Join us:** Come cheer us on, costume encouraged. 5 Dec; 10am PST at the Ojai Art Center, 113 S. Montgomery, Ojai CA 93023

Dance Ojai is a 501(c)(3) nonprofit, so your gift is tax-deductible. You can also mail a check made out to Dance Ojai to PO Box 68, Ojai, CA 93024.

Thank you for helping us keep the joy of world dance alive in the Ojai Valley.

With gratitude,

[Your Name]

Dance Ojai · contact@danceojai.org · danceojai.org

P.S. Pledge by [date] and we'll announce your name (or your superhero alias) from the dance floor on December 5.