

Newsletter/email for charities to supporters about Nectar Donate

Subject: A brand new, easy way to support us - introducing Nectar Donate

It's now even easier to help us raise funds for {{beneficiary / charity/project name}}. We've signed up to Nectar Donate, a new initiative launched this month from the team at Nectar and Crowdfunder. This means you can now donate any or all of your Nectar points to us!

You will need to link your Nectar card to your Crowdfunder account. Then simply visit our dedicated {{crowdfunding page (hyperlink page)}} and when you get to the "Payment method" screen, select "Donate with Nectar".

The best thing about Nectar Donate is that it won't cost you or us anything. Crowdfunder has generously waived platform fees for anyone donating their points.

- If you donate 1000 Nectar points to us we'll be able to {add £5 example}
- 7000 Nectar points means we'll be able to {add £35 example}
- And 12,000 Nectar points will allow us to {add £60 example}
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If you haven't used your Nectar card for a long time, why not dust it off now, check your account balance and donate those points to us!

And don't forget, as you continue to shop at Sainsbury's, eBay, Esso, Argos, JustEat and many many others, all those points will soon add up. If you then feel like donating some or all of your points to us we can {{carry out even more of our life changing work}}.

Many thanks for your ongoing support and generosity.



Newsletter/email for charities to supporters on how they can fundraise for the charity

Subject: A brand new, easy way to support us - introducing Nectar Donate

Hi {there},

It's now even easier to help us raise funds for {{beneficiary / charity/project name}}. We've signed up to Nectar Donate, a new initiative launched this month from the team at Nectar and Crowdfunder. This means you can now ask your supporters to donate any Nectar points they can give as well as cash to your fundraising initiatives!

The best thing about Nectar Donate is that it won't cost you or us anything. Crowdfunder has generously waived platform fees for anyone donating their points.

- If your supporters donate 1000 Nectar points to us we'll be able to {add £5 example}
- 7000 Nectar points means we'll be able to {add £35 example}
- And 12,000 Nectar points will allow us to {add £60 example}

Why not ask your supporters to check their Nectar card account balance and donate their points today!

Many thanks for your ongoing support and tireless efforts to raise vital funds for {{our life changing work}}.

Thanks,



Newsletter/email for fundraisers

Subject: Let's turn points into positivity together with Nectar Donate.

Hi {name},

Hope this email finds you well! As you may know, I am {{enter activity here e.g. running a marathon}} in support of {{enter charity or cause here}}. This is an important cause to me because {{enter reason here}}. And here is how you can help: If you are a Nectar customer and have any spare Nectar points in your account, you can now help me reach my target of {{ X monetary figure or X Nectar points}} by donating extra points! So, if you feel like sharing some love, click {{here insert Crowdfunder page link}} to donate.

Thank you for your support.

