**Holiday Fundraising Email Template**

**Subject Line:**

Helpful resources for promoting your custom Shutterfly Storefront this Holiday Season

Dear [NAME],

[ORGANIZATION] is thrilled to announce a new fundraising opportunity with Lifetouch and Shutterfly, who’ve joined forces to capture, preserve and share your memorable moments.

With their help, we’ve created a custom online storefront where you can shop the extensive Shutterfly collection of photo books, gifts, premium stationery, keepsakes, home décor and so much more—and for every purchase made, Shutterfly will donate 8% to our organization.

**It’s easy to support us:**

1. Visit our Shutterfly Storefront at: [YourStorefrontName.ShutterflyStorefront.com]
2. Click through to start your holiday shopping!
3. Purchase thoughtful gifts and keepsakes for friends, family and yourself.
4. That’s it! For every purchase made, 8% of the proceeds will go toward helping our organization.

It’s that easy. Plus, you can even use applicable Shutterfly discount codes to save on your entire order.

Please feel free to share this email with your friends, family and co-workers—the more orders we receive through our Storefront, the more our organization earns!

Thank you,

[ORGANIZATION]