**Email Template #1**

**Subject Line:**

TBD

Dear [NAME],

[[ORGANIZATION] is pleased to announce a new fundraising opportunity with Lifetouch and Shutterfly, two companies who’ve joined together to help you capture, preserve and share your life’s joy, peace and most memorable moments of worship. We’ve created a custom online storefront where you can shop Shutterfly’s collection of photo books, keepsakes, gifts, personalized invitations and more to mark and cherish important events like baptisms, confirmations, meaningful service activities and more. For every purchase made, Shutterfly will give back and donate 8% to your organization.

**Here’s how it works:**

1. Visit our Shutterfly Storefront at: [YourStorefrontName.ShutterflyStorefront.com]
2. Start shopping
3. Purchase meaningful gifts and keepsakes for friends, family and maybe even you!
4. That’s it! For every purchase made, 8% of the proceeds will go toward helping our organization. It’s that easy.

Thank you,

[ORGANIZATION]

**Email Template #2**

**Subject Line:**

TBD

Dear [NAME],

We’re reaching out to ask for your support. [ORGANIZATION] has a fundraising goal of [$XX] which will go toward [WHAT YOU’RE FUNDRAISING FOR]—and you can help us reach this goal. We’ve created a custom online storefront where you can shop Shutterfly’s collection of photo books, keepsakes, gifts, personalized invitations and more—and for every purchase made, Shutterfly will give back and donate 8% to your organization. Photo gifts and keepsakes mark life’s most meaningful moments of happiness and worship, like baptisms, confirmations, service activities and more. They can also serve as heartwarming reminders of growth, joy and peace.

Can you help us reach our goal? We’ve made it easy to support us.

**Here’s how it works:**

1. Visit our Shutterfly Storefront at: [YourStorefrontName.ShutterflyStorefront.com]
2. Start shopping!
3. Purchase meaningful gifts and keepsakes for friends, family and maybe even you!
4. That’s it! For every purchase made, 8% of the proceeds will go toward helping our organization. It’s that easy.

Thank you,

[ORGANIZATION]