**Introduction to the Shutterfly Storefront Program**

Dear [NAME],

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

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 shopping!
3. Purchase thoughtful gifts and keepsakes for friends, family and especially 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]

**Reminder to Supporters About Status Goals and Updates**

Dear [NAME],

Thank you for supporting [ORGANIZATION]! We are working hard to meet our fundraising goals and want to share our progress with you.

To date, we’ve raised [$$] of our [$$] target. Can you help us reach our goal?

**We’ve made it easy to support us:**

1. Visit and share our Shutterfly Storefront: [YourStorefrontName.ShutterflyStorefront.com].
2. Click through to shop, and encourage your friends, family and co-workers to create photo books, gifts, home décor and more.
3. That’s it—for every purchase made, Shutterfly will donate 8% to our organization.

Feel free to share our URL via email and social media. The more orders we receive through our Storefront, the better chance we have of reaching our fundraising goal!

Thank you,

[ORGANIZATION]

**General Fundraising**

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.

With the help of Lifetouch and Shutterfly, 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.**

Can you help us reach our goal?

**We’ve made it easy to support us:**

1. Visit our Shutterfly Storefront at: [YourStorefrontName.ShutterflyStorefront.com]
2. Click through to shop for thoughtful gifts and keepsakes for friends, family and especially yourself.
3. That’s it! For every purchase made, Shutterfly will donate 8% to our organization.

You can also share our Storefront URL with friends, family and co-workers—the more orders we receive through our Storefront, the more our organization earns!

Thank you for your support,

[ORGANIZATION]