

Crohn's & Colitis Foundation's 2023 Pie Day **January 30 – April 14, 2023** Sample Team Captain Emails

Use these emails to help recruit team members, get them motivated, or ramp up your own fundraising!

Message 1: Recruit Team Members

Company team:

Subject line: Join our team for Pie Day and help make a difference!

[Company Name] is excited to announce that we have formed a Pie Day team, [team name], for the Crohn's & Colitis Foundation's 2023 Pie Day. As the team captain, I invite you to join us!

Millions of Americans are affected by Crohn's disease and ulcerative colitis, two debilitating digestive diseases. Pie Day is a fundraiser for the Crohn's & Colitis Foundation, a non-profit, volunteer-fueled organization dedicated to finding cures for Crohn's and colitis and improving the quality of life of patients. It's also a great way for everyone to come together! [If we reach our team goal, \[insert name\] has agreed to get pied at \[insert place\]!](#) Our goal is to raise \$[XX,XXX]. Please join us as we make a difference in our community. Get ready to make an impact and Pie [insert name here]!

Registration is as easy as pie: visit www.pie-day.org, click "Register" under the "Register for Pie Day" tab, and enter our Team Name, [insert team name]! Raise \$XXX and you will earn a Pie Day t-shirt.

Thank you for joining me!

Friends and family team:

Subject line: Join our team for Pie Day and help make a difference!

Hi, [person's name]! I've formed a team for the Crohn's & Colitis Foundation's 2023 Pie Day. As the team captain, I would love to see you on my team!

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Registration is as easy as pie: visit www.pie-day.org, click "Register" under the "Register for Pie Day" tab, and enter our Team Name, [insert team name]! Raise \$XXX and you will earn a Pie Day t-shirt.

Thank you for joining me!

Message 2: Motivate Team Members to Fundraise

Subject line: Thanks for joining [Team Name]! Let's get started!

Thanks so much for joining [Team Name]! It's time for us to help fund cures for the IBD community! Our team goal is to raise \$[XXX] for the Crohn's & Colitis Foundation's 2023 Pie Day.

If we each raise \$[xxx], we'll achieve our team goal and everyone receives a special Pie Day t-shirt. Even more fun—the person who raises the most gets to Pie [insert person's name here]! Please email your friends, family, coworkers—whoever can help you with your goal—with your fundraising page link. You can also host your own mini-event to raise money and awareness. If you need ideas or help with your fundraising, ask me or [email Melissa](#) at the Crohn's & Colitis Foundation—she's here to ensure our success! GO [team name]!

Message 3: Raise More Money Through Online Donations

Subject line: Help me reach my goal and get PIED!

As most of you know, I am raising money for the Crohn's & Colitis Foundation's 2023 Pie Day. I'm so close to my fundraising goal—I could really use your help! If you donate to my team by March 14, you'll get us one step closer to finding cures for millions of Americans who have Crohn's disease and ulcerative colitis, two debilitating digestive diseases.

We are just *X days away* and I'm hoping you can assist me in reaching my goal of *\$(Insert Amount)*. I have *currently raised \$(Insert Amount)*, but I still *need to raise \$(Insert Amount)*.

I know financial times are tough, but every bit helps, and the Crohn's & Colitis Foundation is also facing the bite of inflation. Everything costs more, and they are in a hurry to find cures so they can't slow down their research investments. Together, we can make a huge impact. **If each of you donated \$[XX] today, I would be able to exceed my goal and help fund vital research for cures.** Thank you so much for anything you can do!