



FREE TEMPLATE PACK

Post-Purchase Email Sequence Template

Six ready-to-send emails covering the journey from purchase to opening day, from confirmation to day-of reminders. Each is customizable, timed to drive engagement and revenue, and ready to drop into your ticketing platform.

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How to Use This Kit

The ticket sells, an automated receipt goes out, and then nothing happens until the doors open. That silence costs you: the moment someone buys is the moment they are most invested, and what you send next decides whether they turn up, whether they bring a friend, and whether they give again on the night.

Work through it in order: check the timeline, adapt each template to your event, add your upsell offer, and use the checklists before every send. Anything in [square brackets] is a placeholder — swap in your own event details.

You'll Find

- 1 The 6-email sequence timeline**
 - 2 6 ready-to-use email templates**
 - 3 Subject lines by event type**
 - 4 An upsell opportunities reference**
 - 5 A before-you-send checklist**
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What a Post-Purchase Sequence Needs

Use this as your checklist for every email:

- ✓ **One primary action per email.**
- ✓ **Date, time, venue and full address in every reminder.**
- ✓ **The right message at the right moment.**
- ✓ **One upsell, not five.**
- ✓ **Segment by ticket type so nobody gets irrelevant detail.**
- ✓ **Every marketing email needs a clear opt-out.**

Before You Send: A 60-Second Checklist

- ☐ Have I sent a live test to myself and opened it on a phone?
- ☐ Does this email have exactly one primary action?
- ☐ Is the date, time and venue visible without scrolling?
- ☐ Have I segmented by ticket tier so nobody reads irrelevant detail?
- ☐ Is there a confirmation step (a reply or a click) so I know my real headcount?
- ☐ Does this email include a working unsubscribe link and a valid postal address?
- ☐ Does ticket data flow into this tool without a manual export?

The Post-Purchase Email Sequence

Seven emails between purchase and the day after the event is the right shape for most fundraising events. Use this as your decision framework, then adjust the middle emails to the length of your runway.

Email	Timing	Purpose	Key Information	Call to Action
1. Confirmation	Within 30 minutes, automated	Confirm the purchase and the payment	Order number, amount, ticket type and quantity, date, venue, refund policy	None, informational
2. Welcome	Within 24 hours	Build excitement, answer the obvious questions	What to expect, who will be there, parking, dress, FAQ	Add to calendar, view event page
3. Upsell	2–3 weeks before	Increase revenue per attendee	One offer: extra tickets, upgrade, sponsorship or donation	Upgrade or add tickets in one click
4. Event Prep	7 days before	Reduce attendee anxiety, firm up numbers	Arrival time, parking, what to bring, dietary and access details	Confirm your party, invite a friend
5. Final Reminder	2–3 days before	Keep the event top of mind	Address, timings, weather, what to bring	Confirm attendance, share with friends
6. Day-Of	Day before or morning of	Drive actual attendance	Check-in instructions, parking, contact number	“See you tonight”

Email seven – the post-event thank you – belongs to a different phase of the relationship, so it isn’t templated here; it’s covered in full in our post-event thank-you guide. Everything in this kit focuses on the six emails between purchase and opening night.

EMAIL TEMPLATES

The 6 Email Templates

Fill in the brackets and adjust the tone to your event. Each subject line is written to name what the email contains rather than tease it.

EMAIL #1

Confirmation (Immediate)

Subject: Your ticket to [Event Name] is confirmed

Hi [First Name], thank you. Your ticket is booked and your payment has gone through.

Order [#0000]

[Ticket type] × [quantity]

[Amount] paid on [date]

When: [Day, date, time]

Where: [Venue, full address]

Your ticket and QR code are attached. You will need it at check-in.

[Refund policy in one sentence.] Questions? Reply to this email and a real person will answer.

EMAIL #2

Welcome (24 Hours)

Subject: *What to expect at [Event Name]*

Hi [First Name], we're so glad you're joining us for [Event Name] on [date].

Here's what the evening looks like: [brief description of the program and who will be there].

Parking: [details]. What to wear: [dress code]. Arrival: doors open at [time].

We've attached a calendar invite so the date doesn't slip.

Know someone who'd love this too? [Share the event page]

Questions? Just reply — we're happy to help.

EMAIL #3

Upsell (2–3 Weeks Before)

Subject: *Want to bring someone to [Event Name]?*

Hi [First Name], you are on the list for [date], and the room is filling up.

Tickets for guests of existing attendees are \$[X] until [date], so if there is someone who would love this evening, now is the moment.

[Add a guest ticket]

Not bringing anyone? Forward this to someone who should be there. Every seat funds [specific outcome].

EMAIL #4

Event Preparation (1 Week Before)

Subject: *One week to go: what to know before [Event Name]*

Hi [First Name], [Event Name] is one week away.

Arrival: doors open at [time]; we recommend arriving by [time].

Parking: [details]. Dress code: [details].

Dietary or access needs? Reply and let us know by [date] so we can plan for you.

[Confirm your party] — even a quick reply helps us finalize numbers.

EMAIL #5

Final Reminder (2–3 Days Before)

Subject: *This [Day], here's what you need to know*

Hi [First Name], [Event Name] is just [X] days away.

Where: [Venue, full address]

When: doors open at [time]

Bring: [ticket / ID / weather note if outdoors]

There's still time to bring a friend — [forward this email] or [share the event page].

See you soon.

EMAIL #6

Day-Before or Day-Of Reminder

Subject: *Tonight is the night. See you at [Venue]*

Hi [First Name], doors open at [time] at [venue, address].

Check-in: have your QR code ready at the entrance.

Parking: [location and cost].

Running late or lost? Call [name] on [number].

[Short line on what the evening funds.] See you tonight.

Subject Lines by Event Type

The sequence stays the same across event types; the subject lines and the practical detail change. Use this to adapt the six templates above to your specific event.

Email	Nonprofit Gala	Community Fundraiser	School Fundraiser	Virtual Event	Volunteer Event
1. Confirmation	"Your seat at [Gala] is confirmed"	"You're in for [Event]"	"[School] tickets confirmed"	"Your access link for [Event]"	"You're signed up for [Date]"
2. Welcome	"What to expect on the night"	"Here's how the day works"	"Everything families need to know"	"How to join, and what you'll see"	"What your shift looks like"
3. Upsell	"Host a table at [Gala]"	"Bring the family for less"	"Add a raffle bundle"	"Support beyond your ticket"	"Bring a friend to volunteer"
4. Prep	"Dress code, parking and arrival"	"What to bring on Saturday"	"Drop-off, pickup and timings"	"Test your link before [Date]"	"Where to meet and what to wear"
5. Final Reminder	"This Saturday at [Venue]"	"Two days to go"	"[Event] is this Friday"	"Your link for Thursday"	"See you Saturday at [Location]"
6. Day-Of	"Tonight is the night"	"We're open from [Time]"	"Doors open at [Time] today"	"We go live in one hour"	"Meet us at [Location] at [Time]"

Email seven (post-event) also varies by event type – covered in our post-event thank-you guide.

Upsell Opportunities

An attendee who has already paid is your warmest audience, and the point of an upsell email is to raise revenue per registrant without raising the ticket price.

Upsell	Works Best When	Example Ask
Extra ticket	Your venue has room and your crowd is social	"Bring a friend for \$[X] off"
VIP upgrade	You have a genuinely different experience to offer	"Upgrade to the pre-dinner reception"
Sponsorship level	Attendees include business owners	"Become a Silver Sponsor and we'll name your table"
Raffle or auction bundle	You run either alongside the event	"Pre-buy 10 raffle tickets before the night"
Add-on donation	Always — this is the lowest-friction ask	"Add \$[25] to cover a place for a volunteer"
Merchandise	You have branded items already	"Pre-order and collect at check-in"
Volunteer recruitment	You are short on hands	"Help for two hours and join us for dinner"

Track average revenue per registrant before and after you add this email — that single number tells you whether the upsell earns its place.

Reducing No-Shows Through Email

- ✓ **Ask for an active confirmation.** "Reply to confirm your party of four" or a one-click confirm button gives you a real headcount, and a list of who to call.
- ✓ **Give the reminder a reason beyond logistics.** "Your seat funds a week of counseling for one family" reframes attendance as part of the gift, not an optional plan.

Segment Before You Personalize

Personalization is not the first name in the greeting; it is sending people only what applies to them. A virtual attendee should never receive parking instructions, and a table host should not get the single-ticket arrival email.

- ✓ **Segment by ticket tier.** VIP, general admission and student ticket holders need different arrival times and different asks.
- ✓ **Segment by history.** First-time attendees need more context than the couple who have come for eight years.
- ✓ **Segment by audience.** Existing supporters can be thanked for the giving that came before this ticket.
- ✓ **Add small, specific touches.** Name their ticket type, reference their table, or sign off from the person they'll meet at the door.

Choosing the Tools to Send It

Three categories cover almost every setup: your ticketing platform (confirmation and usually day-of), your email marketing tool (welcome, upsell, preparation and reminder), and your CRM, where the two meet so ticket buyers become supporter records rather than a spreadsheet you export once a year.

The question that matters is not which brand you pick, but whether ticket data moves between them without a manual export.

PRO TIPS

Tips to Reduce No-Shows and Lift Revenue

- ✓ **Send exactly seven, spaced as planned.** Anything more trains people to ignore you.
- ✓ **Segment before you send.** So nobody reads detail that doesn't apply to them.
- ✓ **Put full logistics in every reminder.** Full address, arrival time and parking — every time.
- ✓ **Never skip the final reminder.** The day-before email is the one that protects attendance.
- ✓ **Make one offer, not five.** Two to three weeks out, one click to accept.
- ✓ **Lead with the cause, not the ask.** The sell lands better after the story.
- ✓ **Test every email on a phone before you send it.** Broken links and missing tickets are the easiest complaints to prevent.

One Place for Tickets and Follow-Up

When a supporter buys through your GalaBid event ticketing page and already has an account, every later email can take them straight into bidding, donating or buying raffle tickets, without a second registration.

From there, GalaBid runs the rest of the experience too:

- ✓ One account for tickets, bidding, donating and raffle entries
- ✓ Ticket data in your dashboard, downloadable for segmenting in your email tool
- ✓ Invoicing for guests who aren't ready to pay by card on the spot
- ✓ Reports on who attended, what they won and what they still owe

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SEE HOW IT WORKS →