

# 10 #GIVINGTUESDAY EMAIL TEMPLATES



# Table of Contents

INTRODUCTION	03
PART 1 GENERAL COMMUNICATION EMAILS	04
PART 2 PEER-TO-PEER FUNDRAISING EMAILS	10
CONCLUSION	14

# Introduction

In 2015, #GivingTuesday raised over \$116 million online, more than double the total from 2014.<sup>1</sup> To make the most of this growing tradition, social impact organizations should develop a communication strategy that effectively engages supporters leading up to the event. And with email driving one-third of all online fundraising revenue, this channel warrants your special attention.<sup>2</sup>

To help you maximize your results, we've created 10 sample email templates to help inspire and guide your communication efforts in the days leading up to—and during—#GivingTuesday. Whether you're planning to blast your entire network or recruit peer-to-peer fundraisers, use these examples to help craft emails that spark action.

Let's dive in!

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<sup>1</sup> The Case Foundation, "116.7 Million Reasons to Celebrate #GivingTuesday." <http://casefoundation.org/blog/116-7-million-reasons-to-celebrate-givingtuesday/>

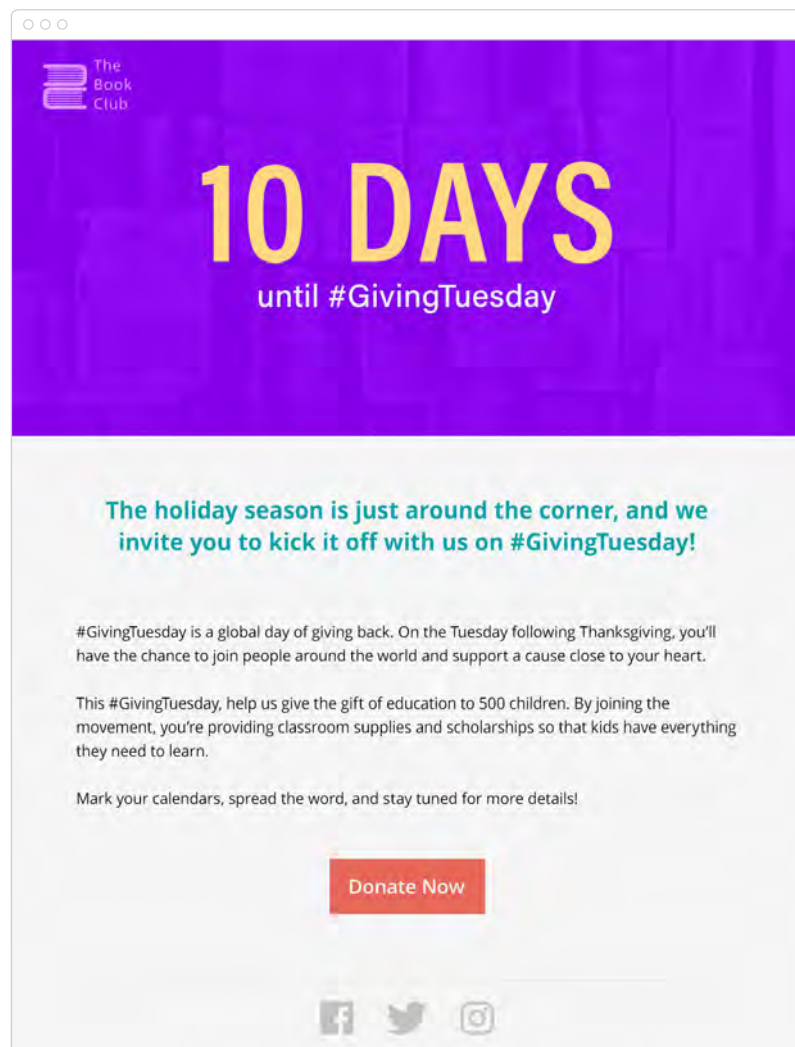
<sup>2</sup> Nonprofit Tech for Good, "20 Must-Know Fundraising and Social Media Stats." <http://www.nptechforgood.com/2015/09/16/20-must-know-fundraising-and-social-media-stats/>

# 1 | General Communication Emails

Replicate the following messages to drum up support from your entire fundraising community. The emails in this section, specifically, follow a “countdown” approach that not only helps build anticipation, but also gives you an obvious reason to create multiple touch points with recipients.

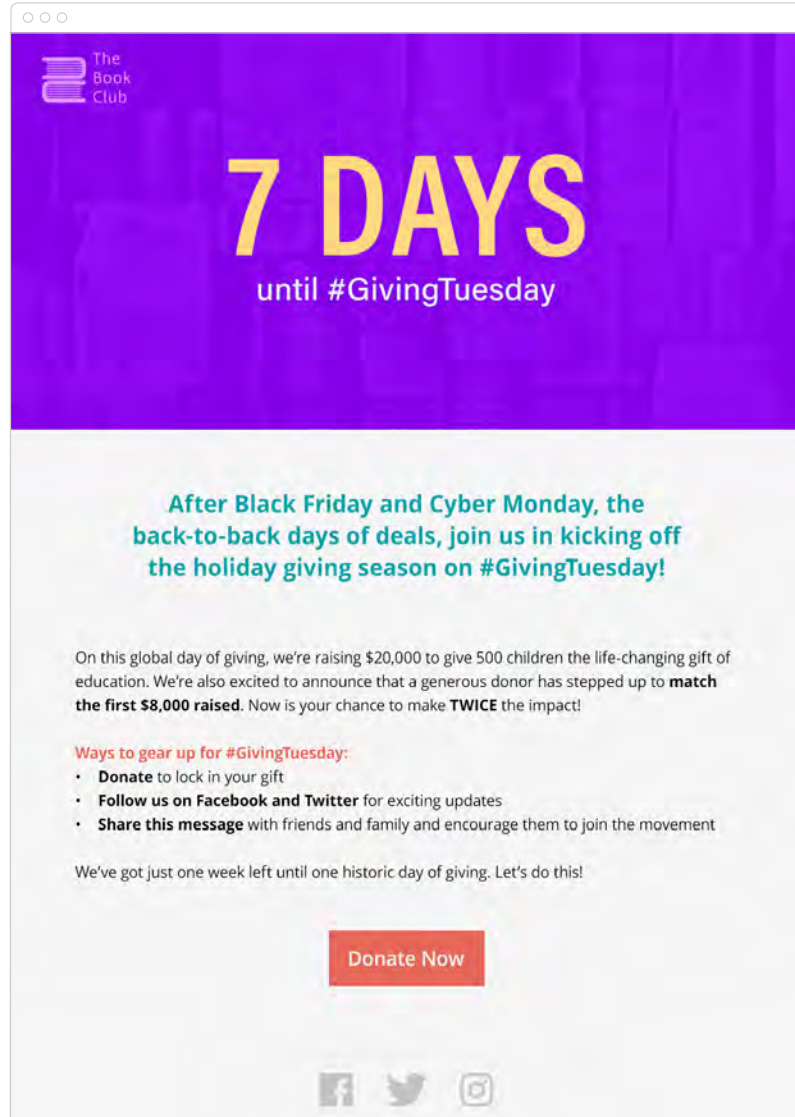
## 10 Days Prior

- **When:** 10 days before #GivingTuesday
- **Who:** All supporters
- **What:** Announce that you’re fundraising for #GivingTuesday. Describe the purpose of the giving day, your fundraising goals, and the impact you plan to make. Ask recipients to spread the word, and provide them with an option to give now.
- **CTA:** Donate Now



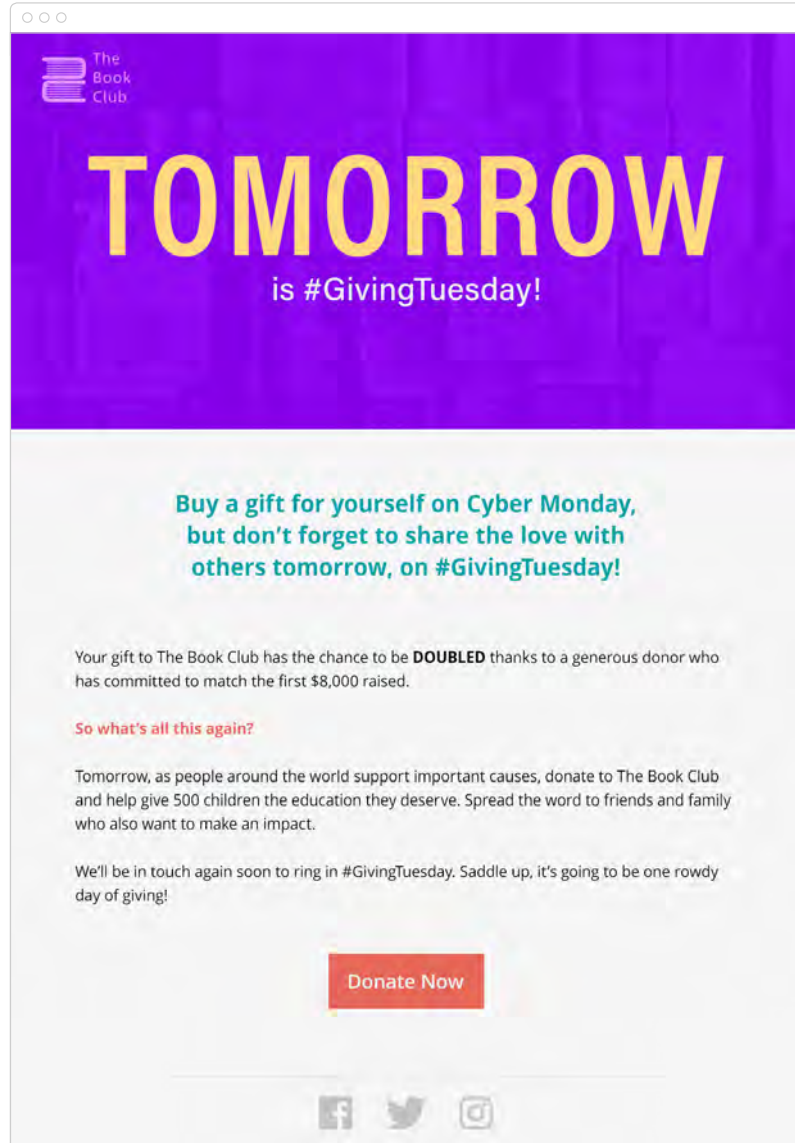
## 7 Days Prior

- **When:** Seven days before #GivingTuesday
- **Who:** All supporters
- **What:** Remind supporters that #GivingTuesday is approaching. Mention any matching challenges, and ask supporters to spread the word and follow you on social media for regular updates.
- **CTA:** Donate Now



## 1 Day Prior (Cyber Monday)

- **When:** Day before  
#GivingTuesday
- **Who:** All supporters
- **What:** Send an email that reminds supporters to give the next day and share the campaign with friends and family. Be sure to remind them of any matching challenges you have going on.
- **CTA:** Donate Now



## Day-of Email Series

Given the short-term nature of giving days, you only have a brief window to attract as many gifts as you possibly can. That's why you should prepare multiple emails to deliver throughout the day. Here's a sample three-part email series to give you ideas.

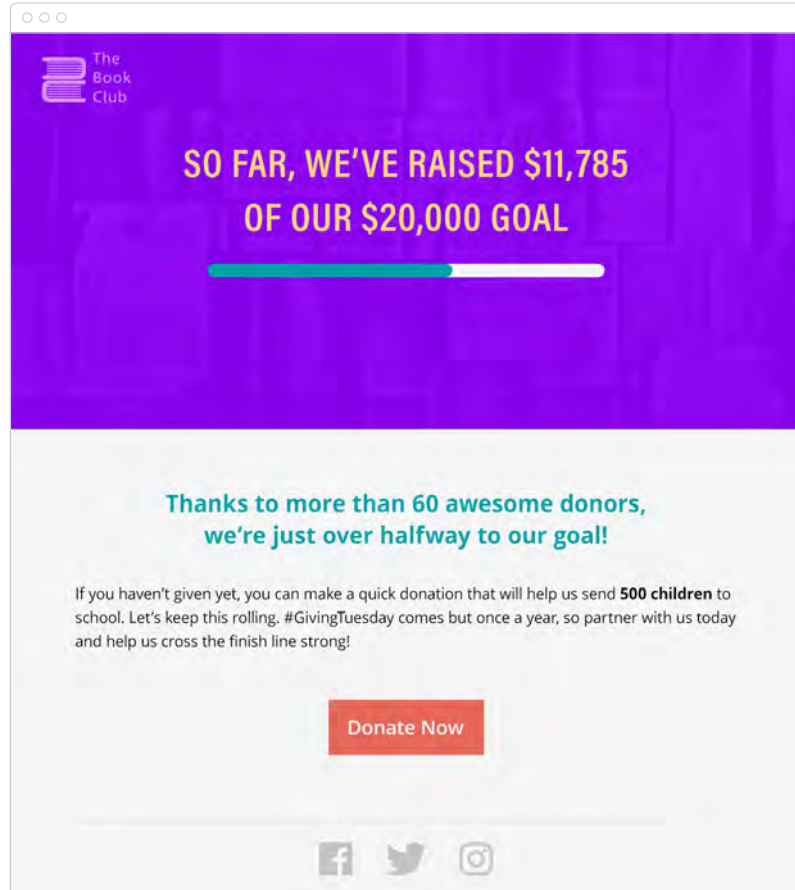
### FIRST EMAIL

- **When:** Early morning, #GivingTuesday
- **Who:** All supporters
- **What:** Announce that #GivingTuesday is here, and rally supporters to donate. One idea is to connect specific gift amounts to their respective impact using graphics.
- **CTA:** Donate Now



## SECOND EMAIL

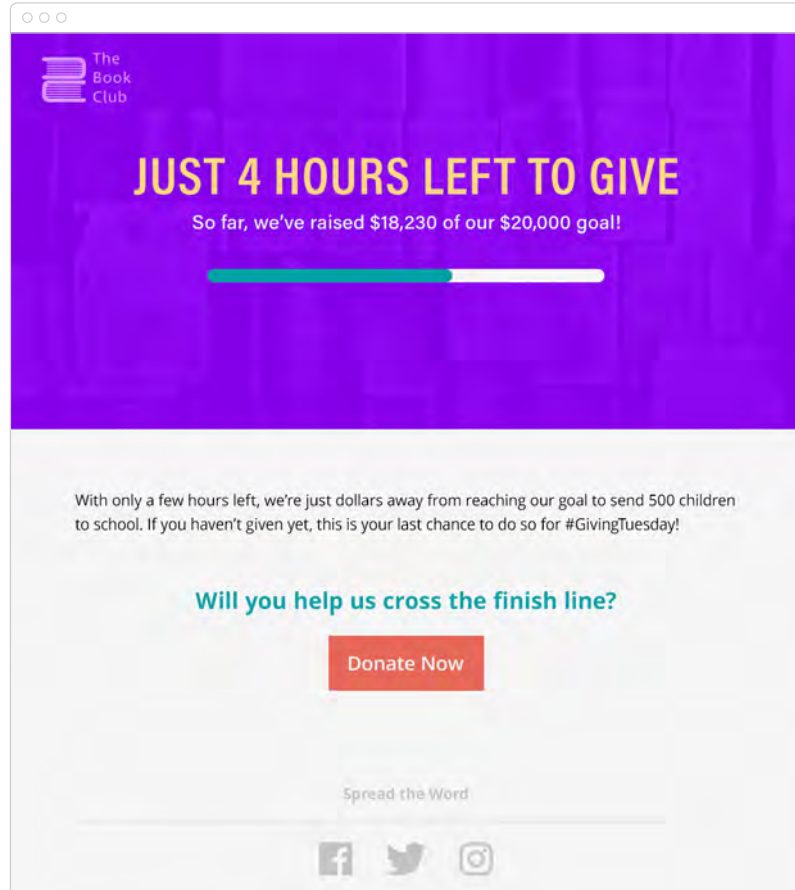
- **When:** Noon, #GivingTuesday
- **Who:** Contacts who haven't donated yet
- **What:** Update your community with the amount raised so far. Include a progress bar and ask readers to help you continue the momentum. If your match challenge is still going, mention it here as well.
- **CTA:** Donate Now





### THIRD EMAIL

- **When:** Evening, #GivingTuesday
- **Who:** Contacts who haven't donated yet
- **What:** With just a few hours left, ramp up the urgency for readers to help you reach your fundraising goal. Include the progress bar to encourage readers to hop aboard your imminent success story.
- **CTA:** Donate Now



### The Day After

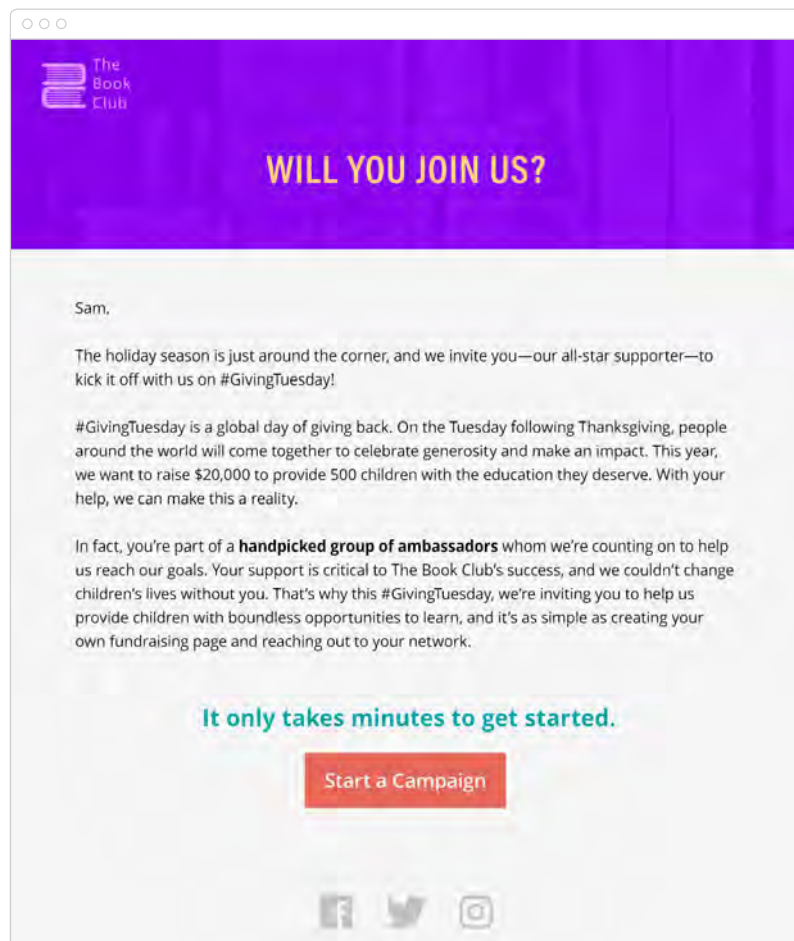
As part of your follow-up communications, make sure to announce how much you raised and its impact. Thank and celebrate your fundraising community for a big #GivingTuesday success.

## 2 | Peer-to-Peer Fundraising Emails

For peer-to-peer campaigns that culminate on #GivingTuesday, use the following sample emails to recruit and motivate fundraisers leading up to the event. These templates can inspire or supplement your communication strategy.

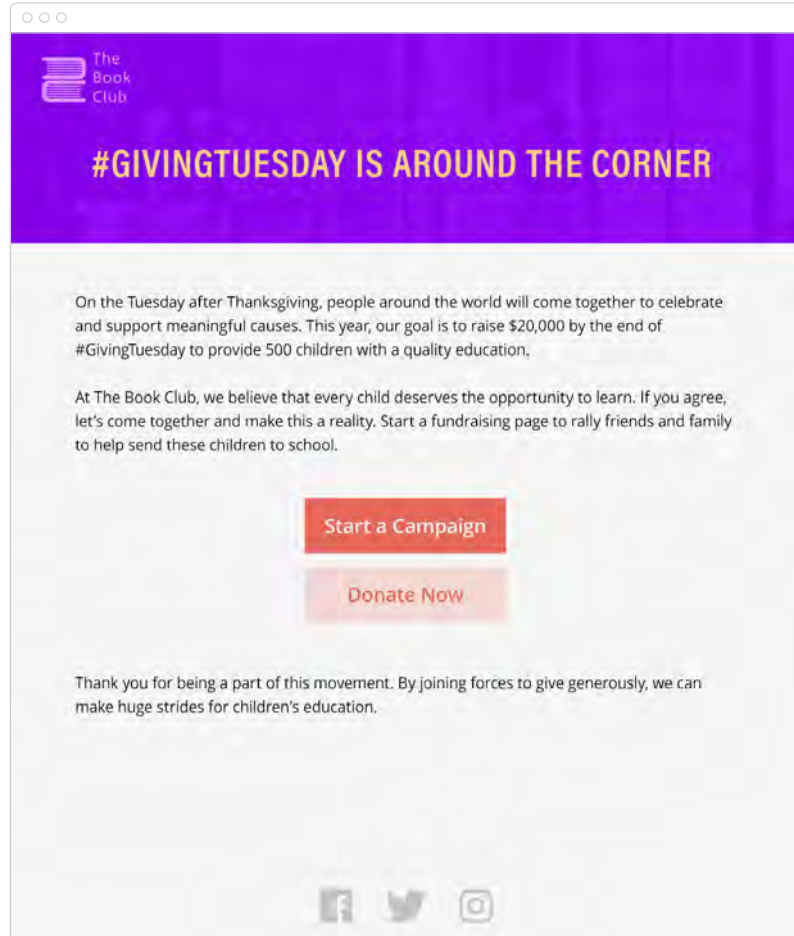
### 3 to 4 Weeks Prior

- **When:** 3 to 4 weeks before #GivingTuesday, after you're set to run your campaign and raise money
- **Who:** Core supporters (past fundraisers, volunteers, evangelists, board members)
- **What:** Appeal to your most dedicated supporters to recruit them into your campaign before opening it up to the wider public. This will help you build the initial momentum that can convince others to later hop aboard your success story.
- **CTA:** Start a Campaign



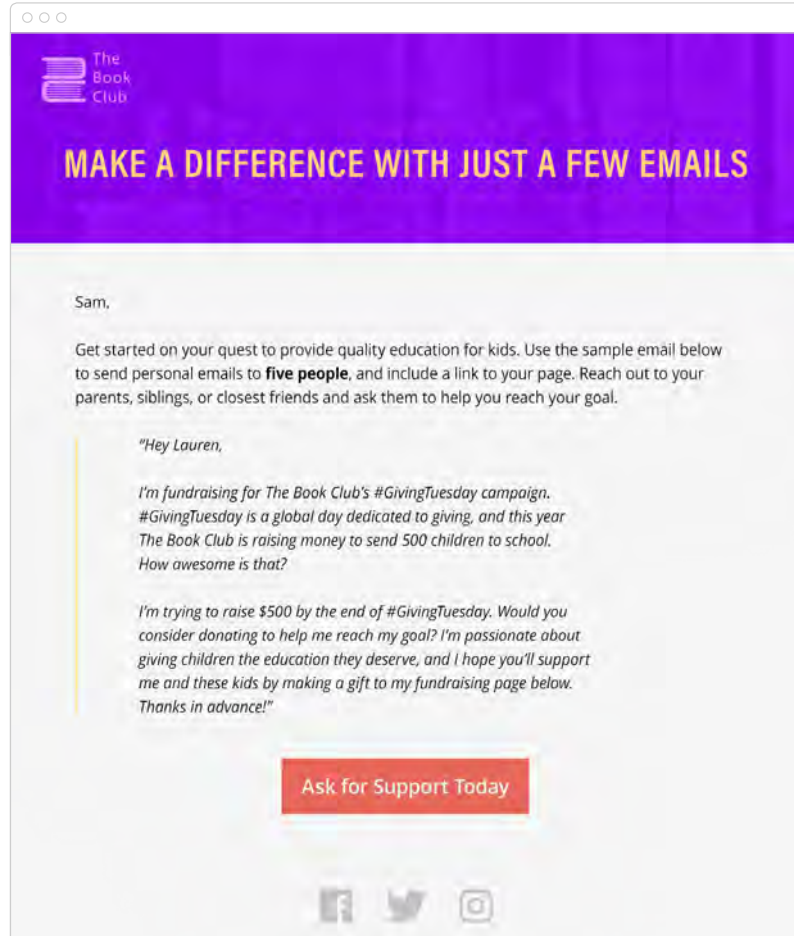
## 2 Weeks Prior

- **When:** Two weeks before #GivingTuesday
- **Who:** The rest of your fundraising community (excluding those you've previously emailed)
- **What:** Now that dedicated supporters have 1 to 2 weeks of fundraising under their belts, it's time to broadcast your campaign to your wider audience. Let them know that #GivingTuesday is in two weeks, describe your goals, and encourage them to create personal fundraising pages.
- **CTA:** Start a Campaign (and "Donate Now" as a secondary CTA)



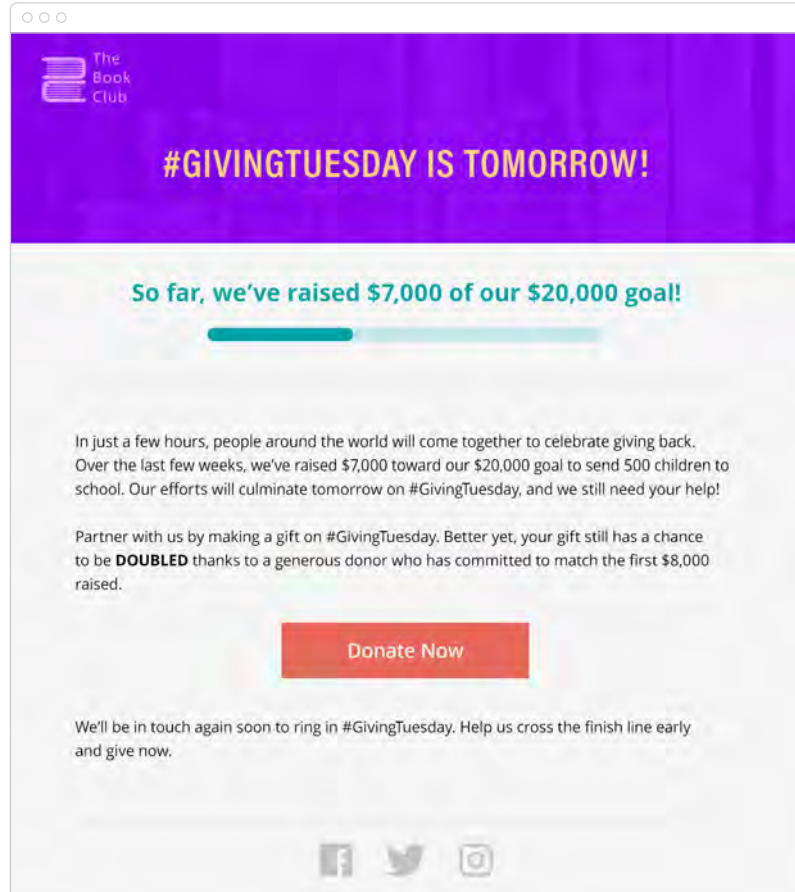
## 1 Week Prior

- **When:** One week before #GivingTuesday
- **Who:** All fundraisers
- **What:** This email will coach fundraisers so they can be as successful as possible. Provide sample emails or social media posts to help supporters get their campaigns rolling. When it comes to emails, specify how many people and to whom they should reach out.
- **CTA:** Ask for Support Today (which links to their fundraiser login)



## 1 Day Prior

- **When:** Day before  
#GivingTuesday
- **Who:** Contacts who have not started a fundraising page
- **What:** While these supporters aren't fundraising for #GivingTuesday, let them know that they can still donate to push your campaign progress along.
- **CTA:** Donate Now



## Day-of Email Series

On #GivingTuesday, you can use the same day-of email templates from the General Communications section to blast your entire network of supporters. It's also a good idea to continue to send emails to your fundraisers to motivate them. Regular progress updates every hour or two can keep your efforts top of mind and encourage fundraisers to sustain their momentum.

# Conclusion

With strategic, consistent communication, you can rally your fundraising community to raise big bucks on #GivingTuesday. And remember that your follow-up is just as important as your ask, so be sure to prepare your post-campaign messages and thank yous. Your efforts will kick off the holiday giving season the right way.



*Classy*

You've got the emails.  
Now get everything else.

Grab the tools, best practices, and resources you need  
to kick off one awesome #GivingTuesday campaign.

[Get Your Resources →](#)