

KY Gives on #GivingTuesday Email Templates for Nonprofits

Introduce to the Campaign – Pre Event

Pro Tip – Get Creative with your Subject Line – Go for something engaging and eye-catching that will get your email opened. Not “Please donate” but “Why can’t more playgrounds look like this?” (from playground nonprofit KaBOOM!), or “Will all the beautiful women please stand up?” (from charitywater).

Some examples:

Dear _____,

While I’m always passionate about the work I do here at **NAME OF NONPROFIT**, there’s something that’s got me excited... It’s the opportunity to share our story, raise needed funds for our mission and join with other nonprofits from across Kentucky (and the world) to encourage generosity.

On December 1, thousands of citizens from all over the world will show their support for their favorite causes in celebration of #GivingTuesday. On this same day, Kentucky will also celebrate – we’ll see how generous our Commonwealth can be! Every donation we receive on KY Gives Day will further our mission **[insert mission info]** AND help us secure additional dollars in available prize money.

(Insert a great photo of your work. Interesting action shots where you can see people’s faces create more engagement.) or (Insert powerful first person account of someone whose life your work touched).

Can you help us with three things?

1. Mark December 1 on your calendar, add this link and click on December 1 to make an investment in our mission. **[LINK to your Nonprofit page]**
2. Follow us on Facebook and Twitter (link to your sites and #hashtag) and up until and on December 1, retweet and share our posts to help build buzz around our efforts.
3. Spread the word! Forward this email to your family and friends along with a personal note as to why you believe in our work, and why they should give on December 1.

With just a few simple steps, you can help us make a big difference for our mission of **[insert mission info]**. Please make a gift to us on KY Gives Day and help us encourage others to give by telling your friends and family why you think our mission matters.

We’re counting on you!

Sincerely,
(Your name)

*If you have a matching gift, don’t forget to mention it!



Short Email to Donor Base – Day Of

Good morning, (Name)!

Today's the day! It's KY Gives on #Giving Tuesday – a day for our Commonwealth to come together to show some love to the charities and causes that make us proud to call Kentucky our home. And we need YOU to join us!

After a day of thanks and two days of getting deals, #Giving Tuesday is 24 hours of giving back, but with a KY spin. More importantly, it's your chance make a real difference, right here in our community.

If you love [Mission aka "rescuing animals"], then you love NAME OF NONPROFIT. By showing your love through a contribution to our organization today, you are investing in our mission and strengthening our community.

Join me in supporting NAME OF NONPROFIT and our community by donating now [LINK to nonprofit page]!

*Sincerely,
(Your name)*

P.S. Want to help us spread the word? Please forward this email to your family and friends and ask them to join you!

**If you have a matching gift, don't forget to mention it!*

Email Signature – Leading Up to KY Gives

A great way to promote the event is to use your e-mail signature. You can add the KY Gives on #GivingTuesday logo with a hyperlink to the landing page or if it's ready, your nonprofit's specific page. You could add text like the samples below:

Sample 1:

Have you marked your calendar for December 1? We need your support on KY Gives on #GivingTuesday! Add a reminder to your calendar to GIVE on 12/1 and rally your friends to join you in support their favorite causes.

Sample 2:

NAME OF NONPROFIT is sharing our story and raising funds for our mission on KY Gives Day, being held on December 1, #GivingTuesday. Learn more [LINK TO PAGE].