

16

EMAIL TEMPLATES

FOR GIVING TUESDAY THROUGH YEAR-END



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Introduction

In 2018, U.S. nonprofits raised more than \$400 million through 3.6 million individual gifts on Giving Tuesday¹. While impressive, Giving Tuesday is just the kickoff to the most lucrative time of year for nonprofits: the year-end giving season.

In fact, 29% of donation volume on Classy occurs from Giving Tuesday through December 31², and overall giving statistics report that 11% of annual donations occur during the last three days of the year³. You need to ensure you have a solid communication strategy during this critical window.

We've already shared [Giving Tuesday email templates](#), but to help you make the most of the entire giving season, we created 16 email templates that you can use to seamlessly transition from Giving Tuesday into your year-end campaign.

Whether you flip your Giving Tuesday campaign into your year-end campaign, or have a separate campaign waiting to be turned on, you can use these email templates to extend your momentum from Giving Tuesday, activate your community, and potentially tap those newly acquired Giving Tuesday donors to give again.

Get ready to craft an effective email strategy that will engage supporters from Giving Tuesday through the end of the year.

¹ GivingTuesday, <https://www.givingtuesday.org/>

² Classy, "The State of Modern Philanthropy: Trends in Return Donor Behavior." <https://go.classy.org/reports/the-state-of-modern-philanthropy-2019>

³ Network for Good, "Digital Giving Index." <https://www.networkforgood.com/digitalgivingindex/>

1 | Email Segmentation

The average office worker receives 121 emails per day⁴. If you add in the personal messages, event invitations, newsletters, coupons, and miscellaneous content that the average email user receives, it goes without saying that your organization needs to do everything it can to stand out in supporters' inboxes.

One of the most important ways you can do this is by segmenting your email list based on specific criteria and tailoring the content accordingly.

Based on the sophistication of your email strategy, you can segment your donor lists to many degrees, but here we will focus on two main segments that you should use for year-end emails.

The first segment comprises donors who already made a gift during your Giving Tuesday campaign (and thereafter), and the second includes those who have not yet made a gift to either your Giving Tuesday or year-end campaign.

⁴ Campaign Monitor, "The Shocking Truth about How Many Emails Are Sent." <https://www.campaignmonitor.com/blog/email-marketing/2019/05/shocking-truth-about-how-many-emails-sent/>

2 | Email Segment 1:

Donors Who Made a Gift During Your Giving Tuesday or Year-End Campaign

This email will be the same for both segments as it is a celebratory message thanking your community and sharing the results of your Giving Tuesday campaign.

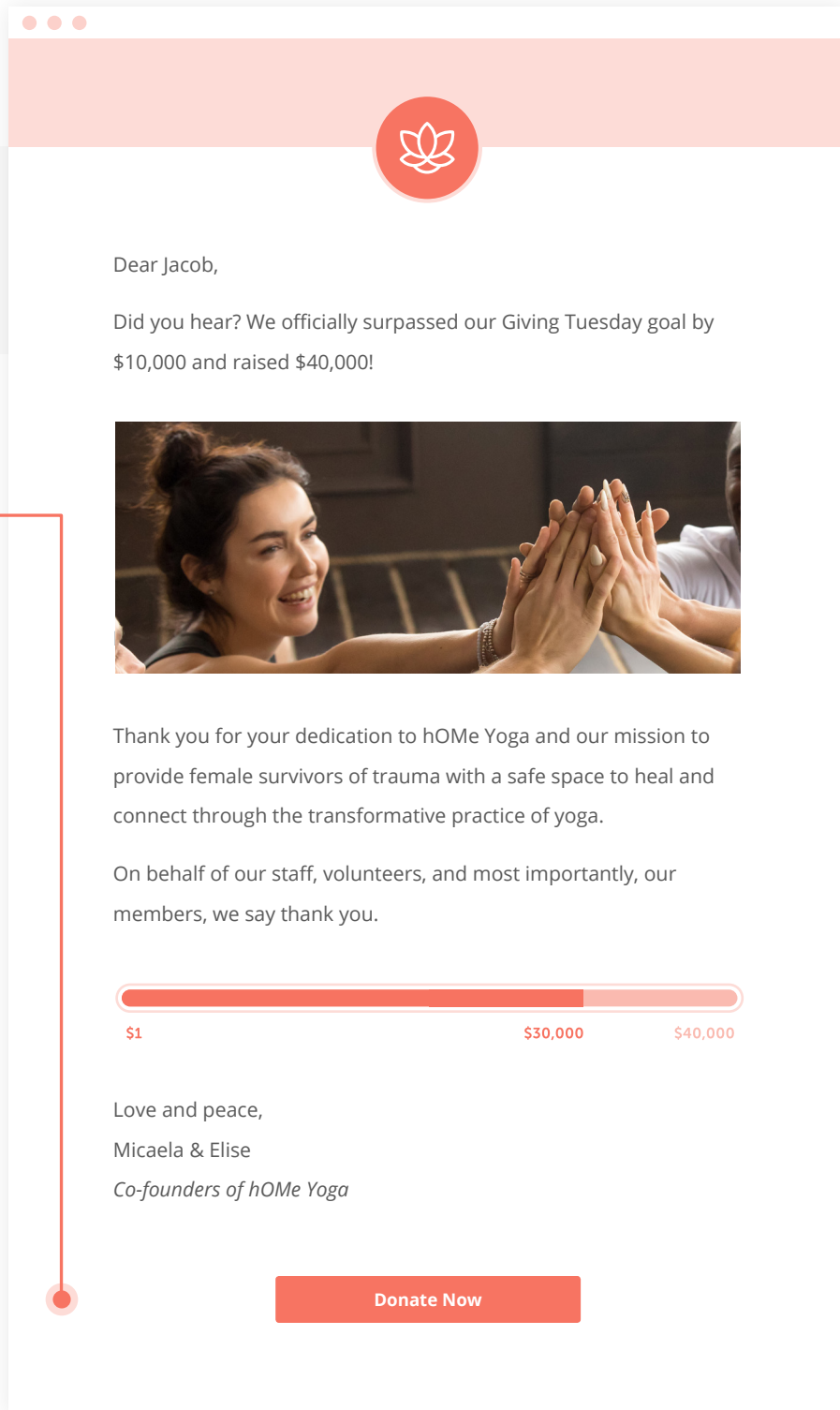


Day After Giving Tuesday

Subject Line:
**We Crushed It,
Thanks to You**

PRO TIP


If your Giving Tuesday campaign is still live, include a donate button to show people that it's not too late; they can still support your campaign.



The email template features a light pink header with a white lotus logo in a red circle. The main content is white with a pink 'Donate Now' button at the bottom. A progress bar shows the campaign goal of \$40,000, with a current total of \$30,000. A photo of a woman smiling with her hands in a huddle is included.

Dear Jacob,

Did you hear? We officially surpassed our Giving Tuesday goal by \$10,000 and raised \$40,000!



Thank you for your dedication to hOMe Yoga and our mission to provide female survivors of trauma with a safe space to heal and connect through the transformative practice of yoga.

On behalf of our staff, volunteers, and most importantly, our members, we say thank you.

\$1 **\$30,000** **\$40,000**

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

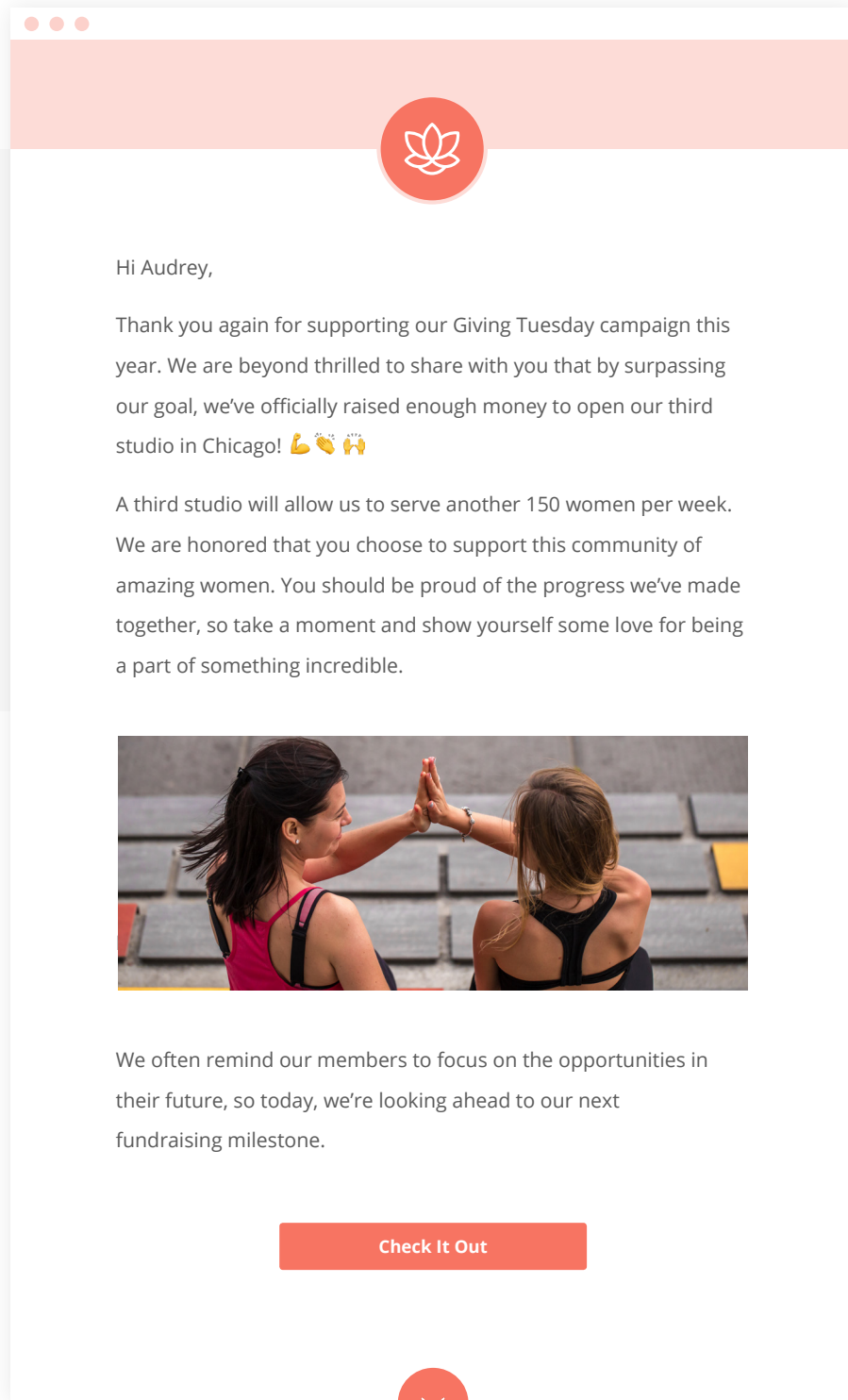
[Donate Now](#)

4 Weeks Until December 31

Subject Line:

Here's What Your
Donation Made Possible

Use this email to share how you'll be using the funds raised from Giving Tuesday, and then announce your year-end campaign. Since the recipient just donated, your main call-to-action (CTA) should use softer language, such as encouraging them to "check out" the campaign instead of "donate now."



PRO TIP

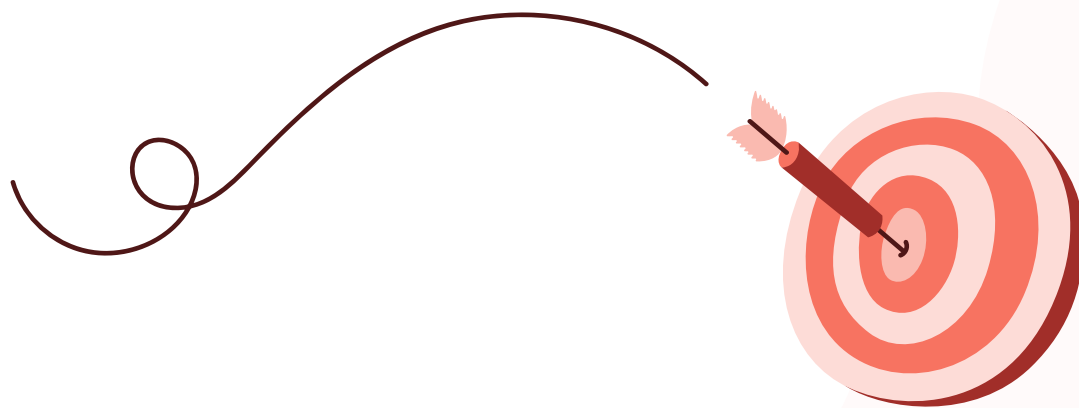
Even when a donation is not your main ask, still include a donate button in your emails so that supporters always have a convenient opportunity to give again.



We want to share [our year-end campaign](#) and announce our goal of **raising another \$50,000** before the new year hits. Thank you again for your continued support, and check out [our campaign](#) below to learn more about what this next milestone can do for our community.

[Donate Now](#)

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga



3 Weeks Until December 31

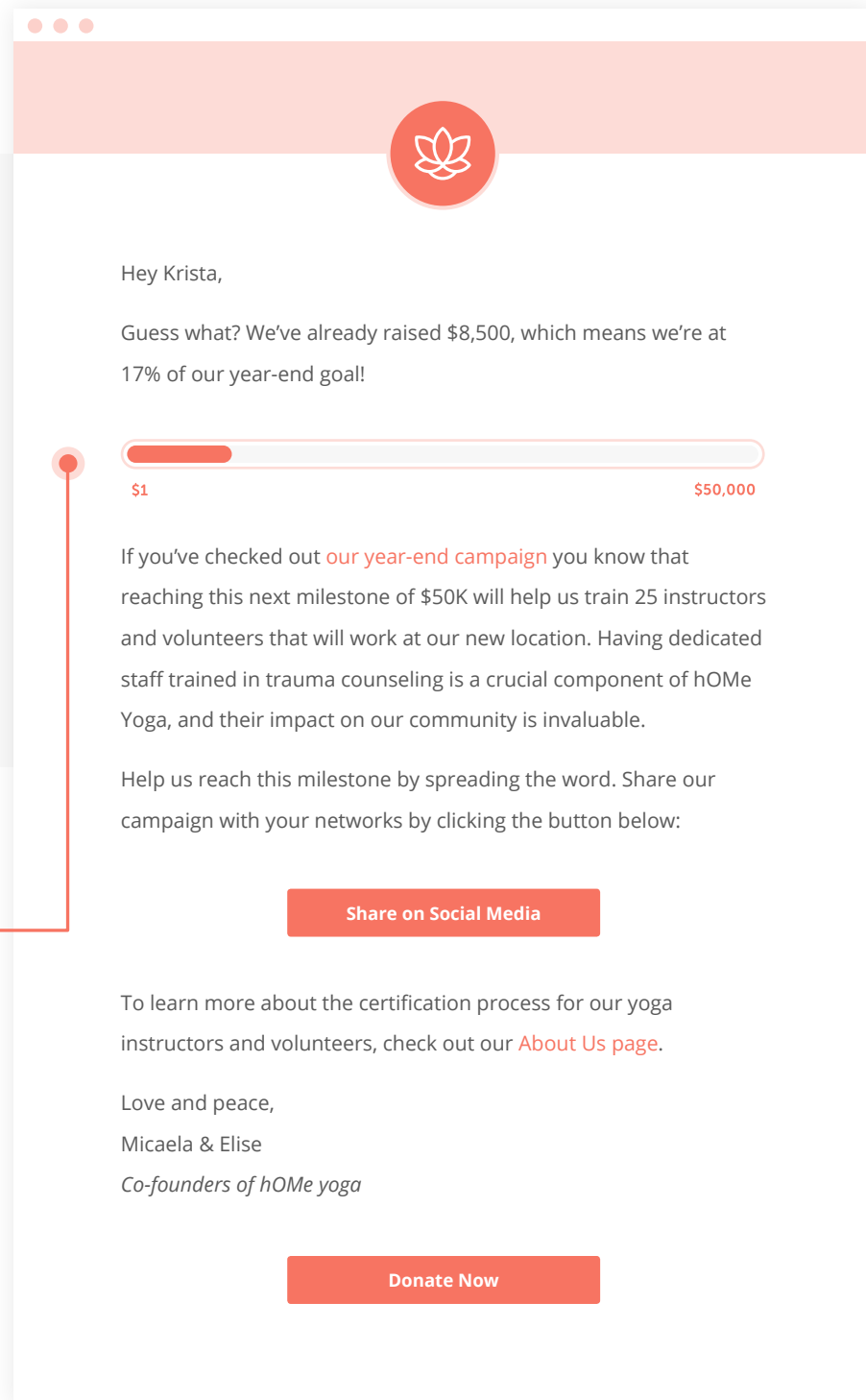
Subject Line:

**We're Already at 17%
of Our Goal!**

This email will share your year-end campaign's progress. Just as with the previous email, your main CTA should be a softer ask. In this case, you can ask supporters to share your campaign with their networks. That way you boost awareness and potentially attract donations without fatiguing your current donors.

PRO TIP

Make graphics in advance to share on social when you hit major milestones of your goal: 25%, 50%, 75%, and so on. If your organization is close to hitting your goal, or has already reached your goal amount in the days leading up to December 31, focus your communications on going above and beyond your goal.



2 Weeks Until December 31

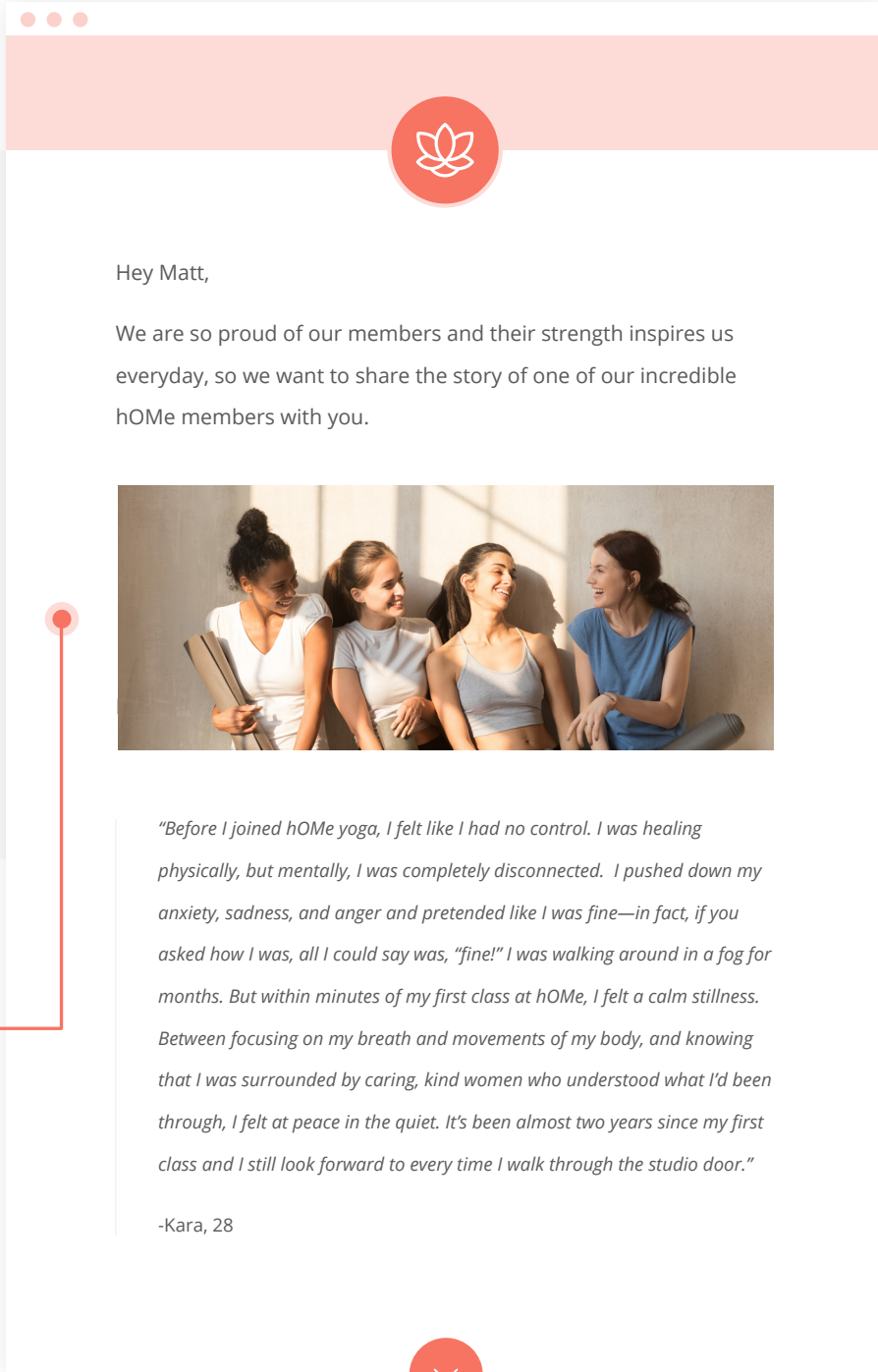
Subject Line:

Meet One of Our
hOMe Members

With just two weeks left in the year, you want to be direct with your supporters and ask for donations. In this email, share a compelling beneficiary story to demonstrate the impact of your work and remind donors of the people behind your cause. Continue to include campaign progress graphics throughout the rest of your emails and start including a countdown to increase the urgency to donate.

PRO TIP

Use visuals to demonstrate the emotion behind your powerful impact stories.



Hey Matt,

We are so proud of our members and their strength inspires us everyday, so we want to share the story of one of our incredible hOMe members with you.



"Before I joined hOMe yoga, I felt like I had no control. I was healing physically, but mentally, I was completely disconnected. I pushed down my anxiety, sadness, and anger and pretended like I was fine—in fact, if you asked how I was, all I could say was, "fine!" I was walking around in a fog for months. But within minutes of my first class at hOMe, I felt a calm stillness. Between focusing on my breath and movements of my body, and knowing that I was surrounded by caring, kind women who understood what I'd been through, I felt at peace in the quiet. It's been almost two years since my first class and I still look forward to every time I walk through the studio door."

-Kara, 28

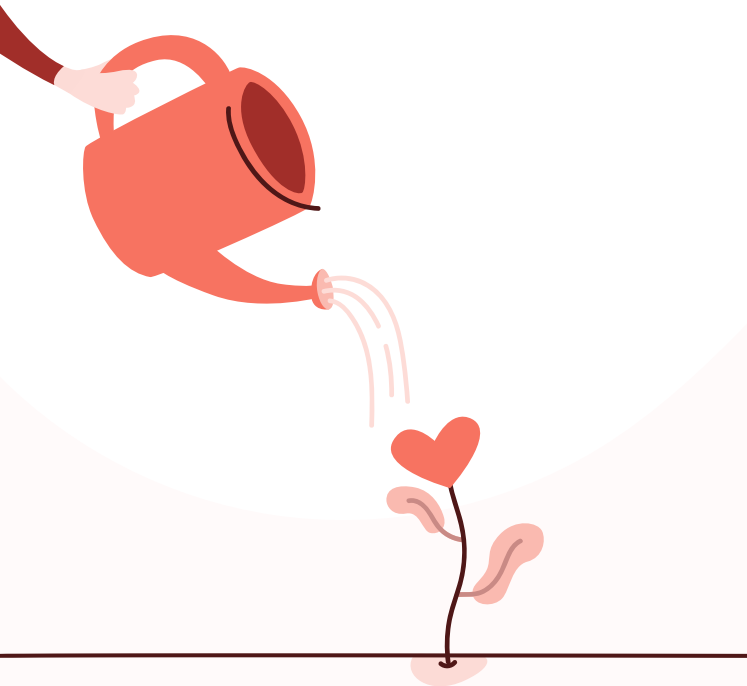


Help us serve more women like Kara. With just over two weeks left to hit our year-end campaign goal, we're excited to share that **we've raised \$22,500 so far!** This puts us at 45% of our goal and we know that with the help of dedicated supporters like you, we'll hit \$50,000 by December 31.

[Donate Now](#)

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

[Share Our Campaign](#)



1 Week Until December 31

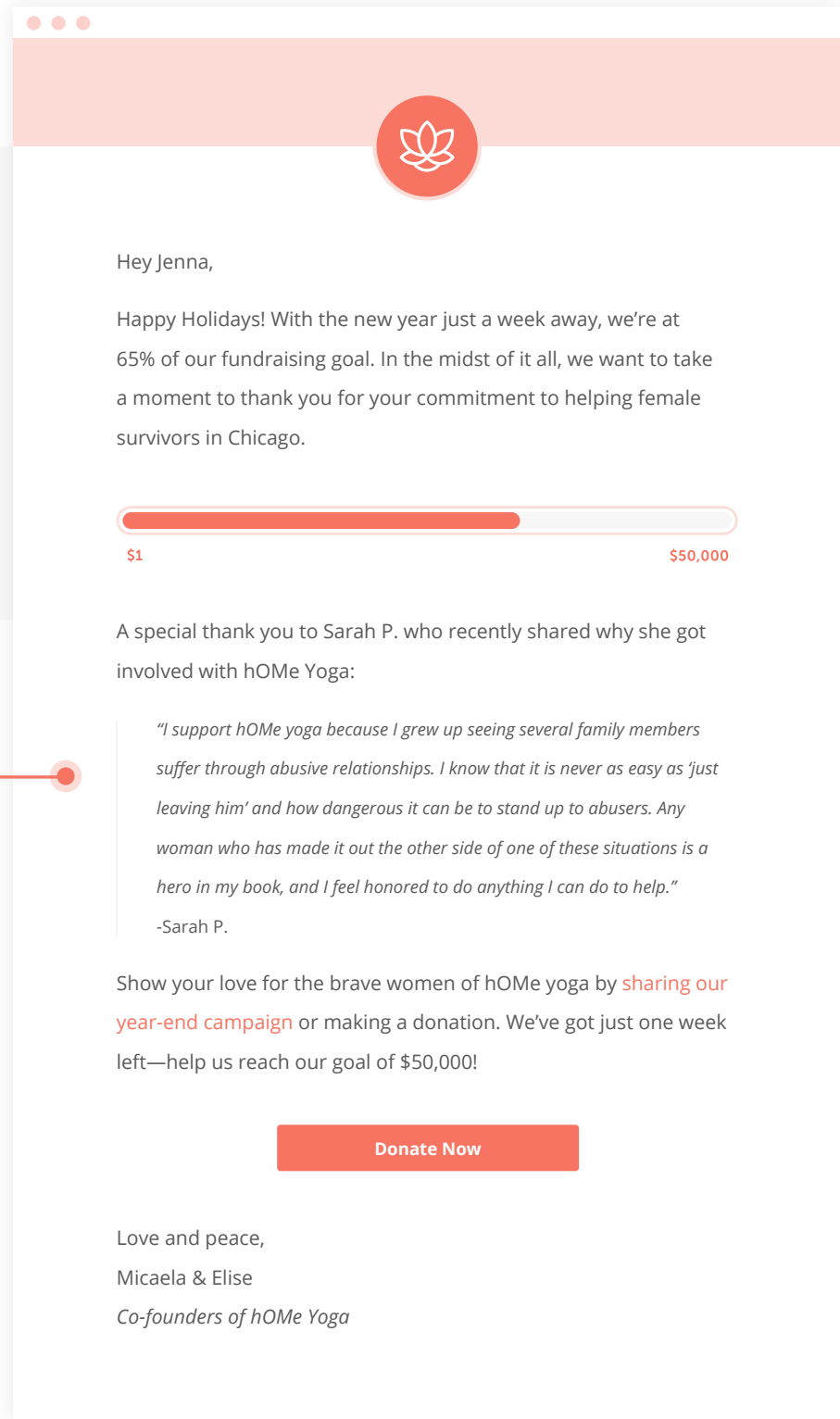
Subject Line:

**hOMe Supporter
Spotlight: Sarah P.**

With only one week left, you can begin to be more direct with your appeals. One way to encourage current donors to give is by sharing social proof stories of other donors who have had a positive experience with your organization.

PRO TIP

Compile a list of your most loyal donors and send tailored communications to ask them to share the story of why they support your nonprofit.

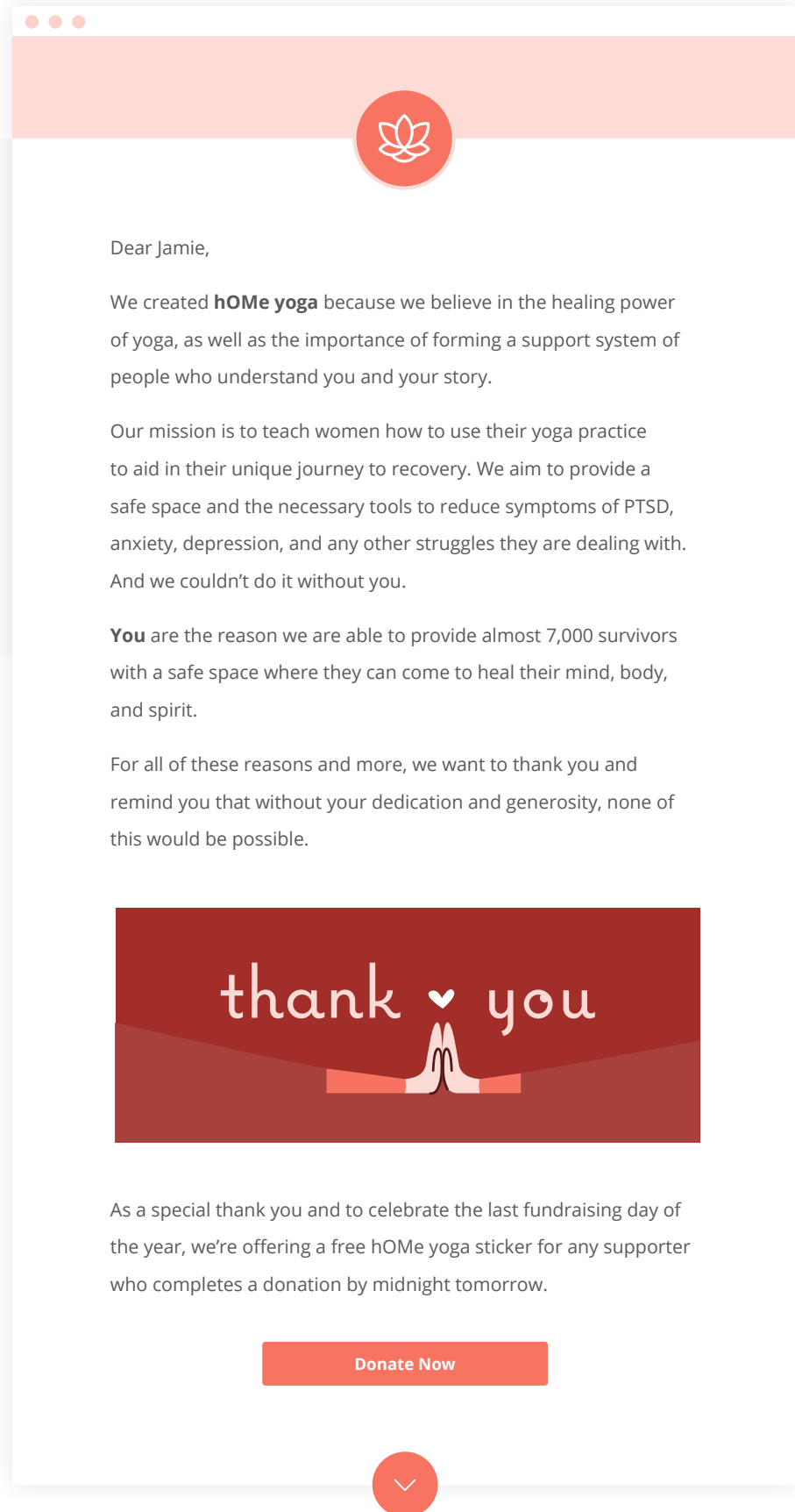


1 Day Until
December 31

Subject Line:

You Make It Possible to
Achieve Our Mission

You've been creative in your messaging up to this point, so use today's email to zoom back out and remind donors of your mission. Drive home the "why" behind your cause by sharing programmatic impact and the difference that an individual donor can make, as well as your mission statement.





Don't forget, tomorrow is also your deadline to make a tax-deductible donation for [ENTER CURRENT YEAR]!

[Donate Now](#)

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

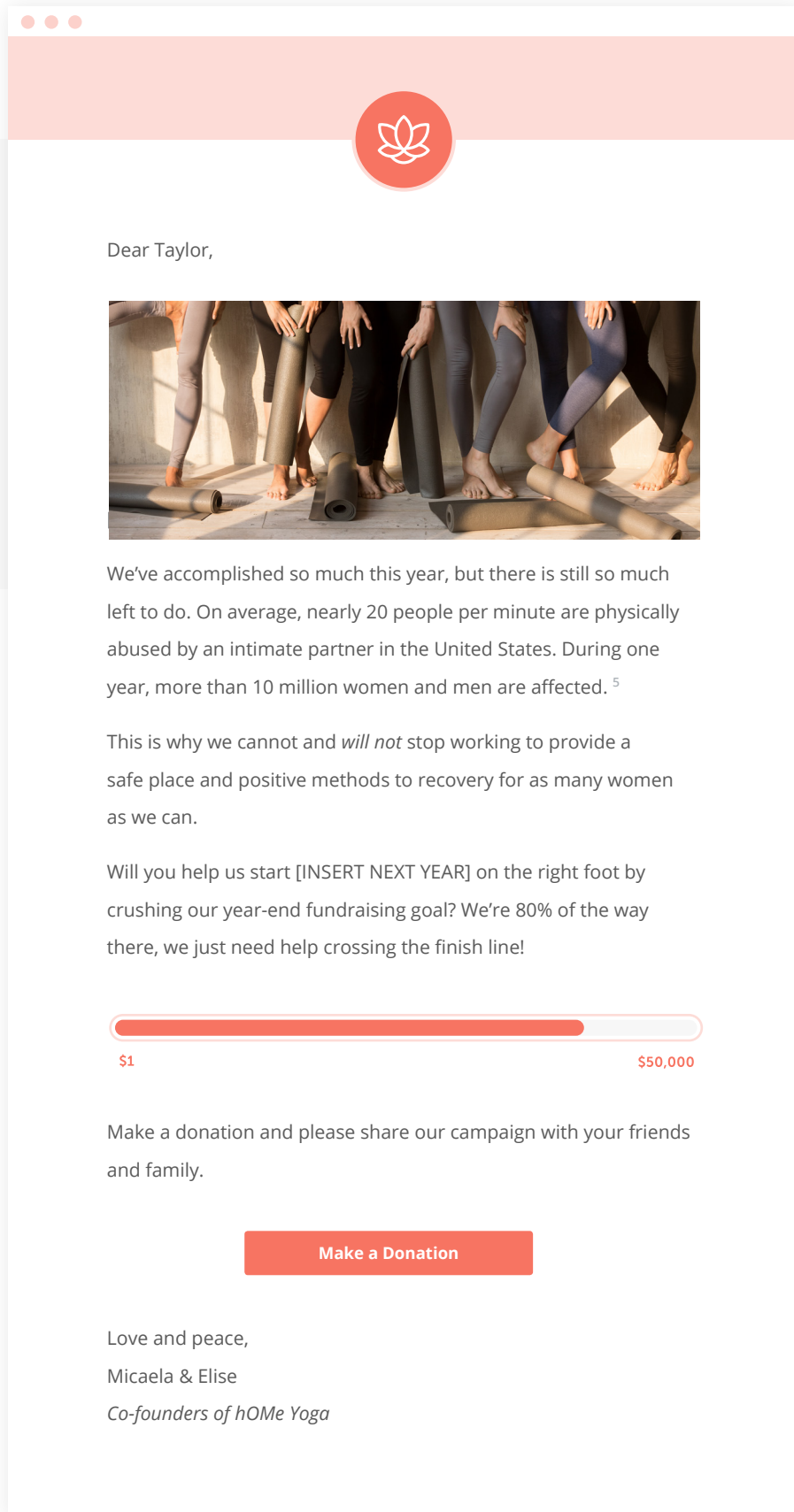
Morning of
December 31

Subject Line:


20 People Per Minute
Are Physically Abused ...

It's the last day of the year, so don't be afraid to ask people who have already given to make another donation. Share data points or statistics about your mission to drive home the reason behind your cause.

⁵ National Intimate Partner and Sexual Violence Survey, https://www.cdc.gov/violenceprevention/pdf/nisvs_report2010-a.pdf



Dear Taylor,



We've accomplished so much this year, but there is still so much left to do. On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, more than 10 million women and men are affected. ⁵

This is why we cannot and *will not* stop working to provide a safe place and positive methods to recovery for as many women as we can.

Will you help us start [INSERT NEXT YEAR] on the right foot by crushing our year-end fundraising goal? We're 80% of the way there, we just need help crossing the finish line!

\$1 \$50,000

Make a donation and please share our campaign with your friends and family.

[Make a Donation](#)

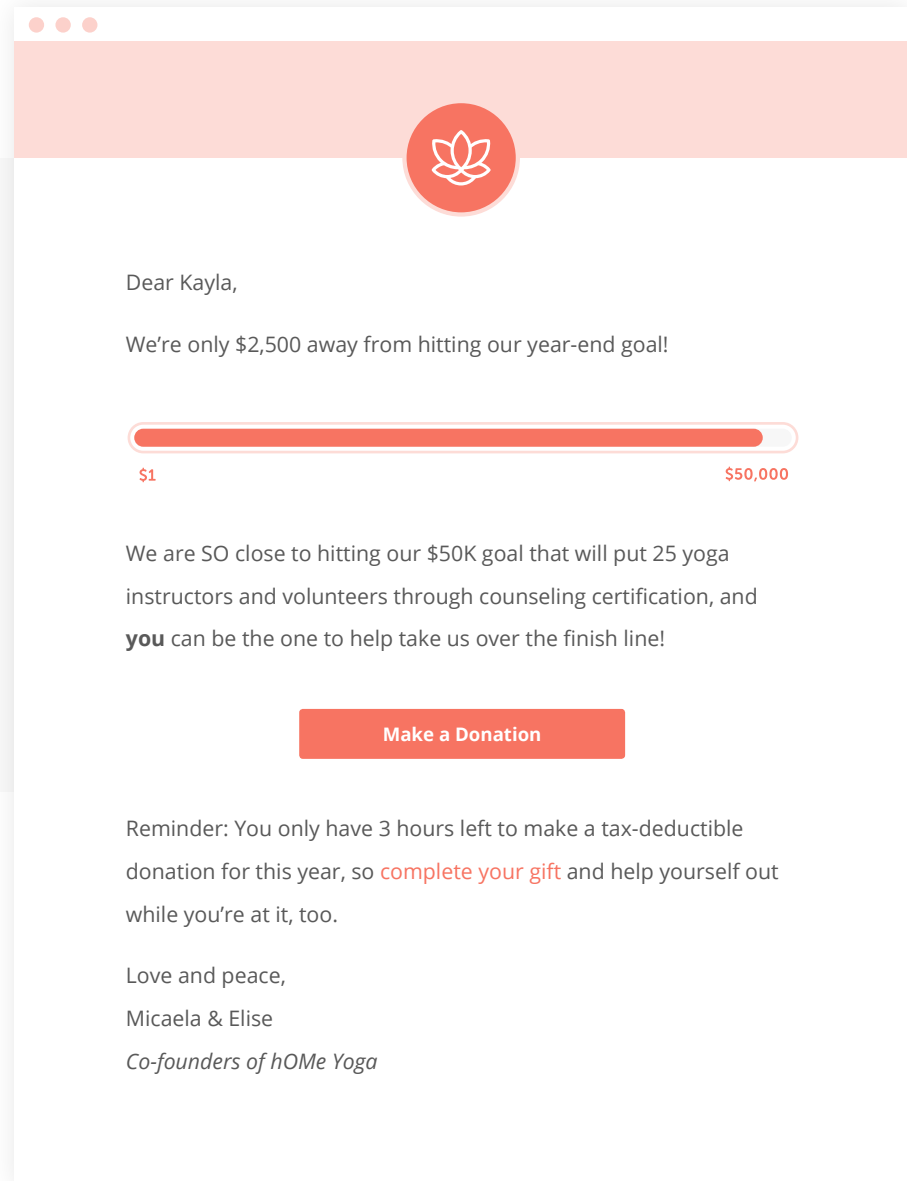
Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

Afternoon or Evening of December 31

Subject Line:

**You Can Take Us Over
the Finish Line!**

This is the last fundraising day of the year, so continue to share progress updates throughout the day. In addition to a morning email, we suggest at least one email later in the day. These emails should be exciting, include progress updates, and make donors feel like they are a part of your campaign's success.



2 | Email Segment 2: Donors Who Haven't Yet Made a Gift

This segment is for anyone on your email list who didn't make a gift to your Giving Tuesday campaign. However, be sure to continually update your list so that once someone completes a donation, they are moved to the other email segment to get the appropriate messaging.



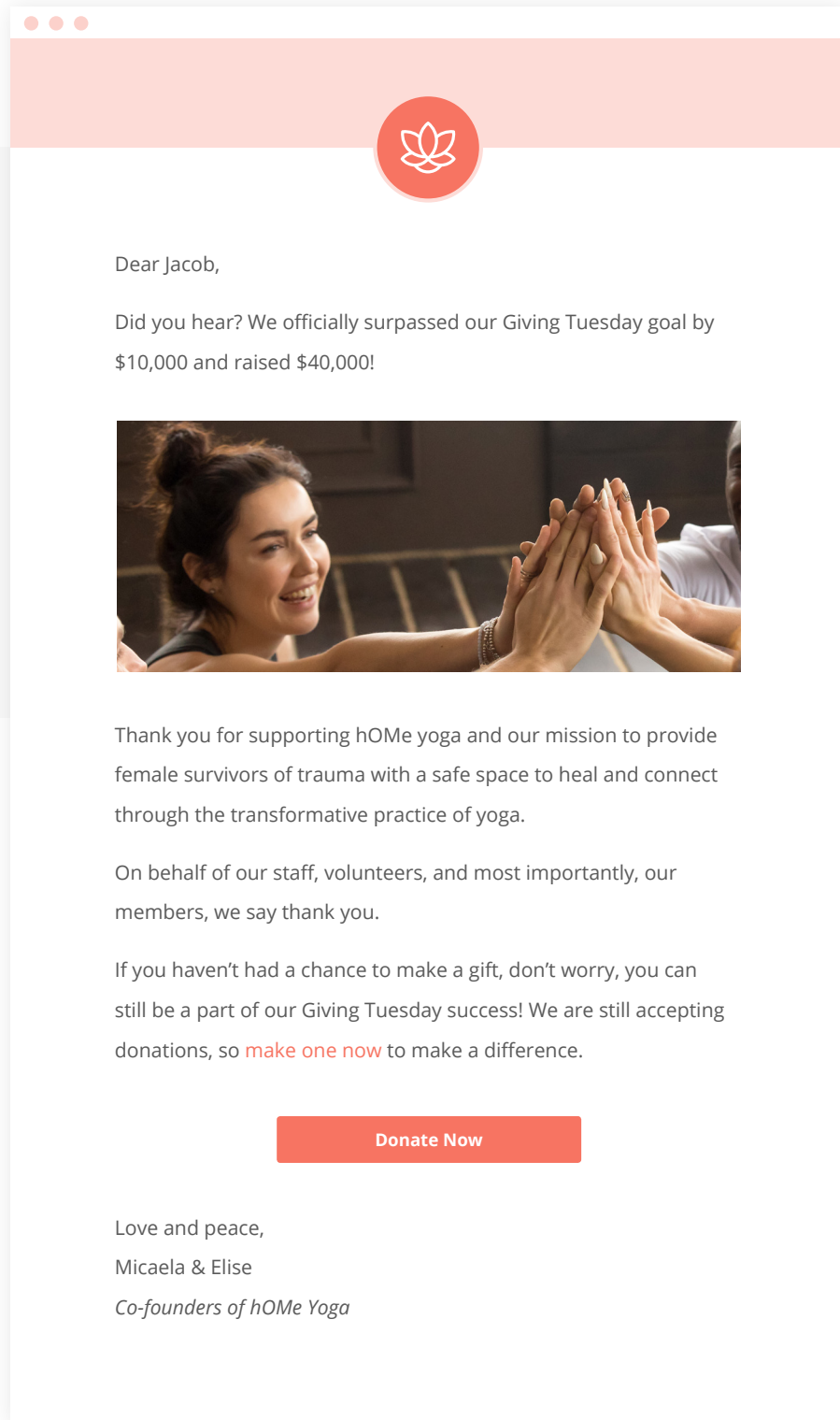
Day After Giving Tuesday

Subject Line:

**We Crushed Our
Giving Tuesday Goal**

This email will largely be the same for both segments, as it is a celebratory email thanking your supporters and sharing the results of your Giving Tuesday campaign.

Since this email is for donors who have not yet made a gift, include a more direct CTA to donate.



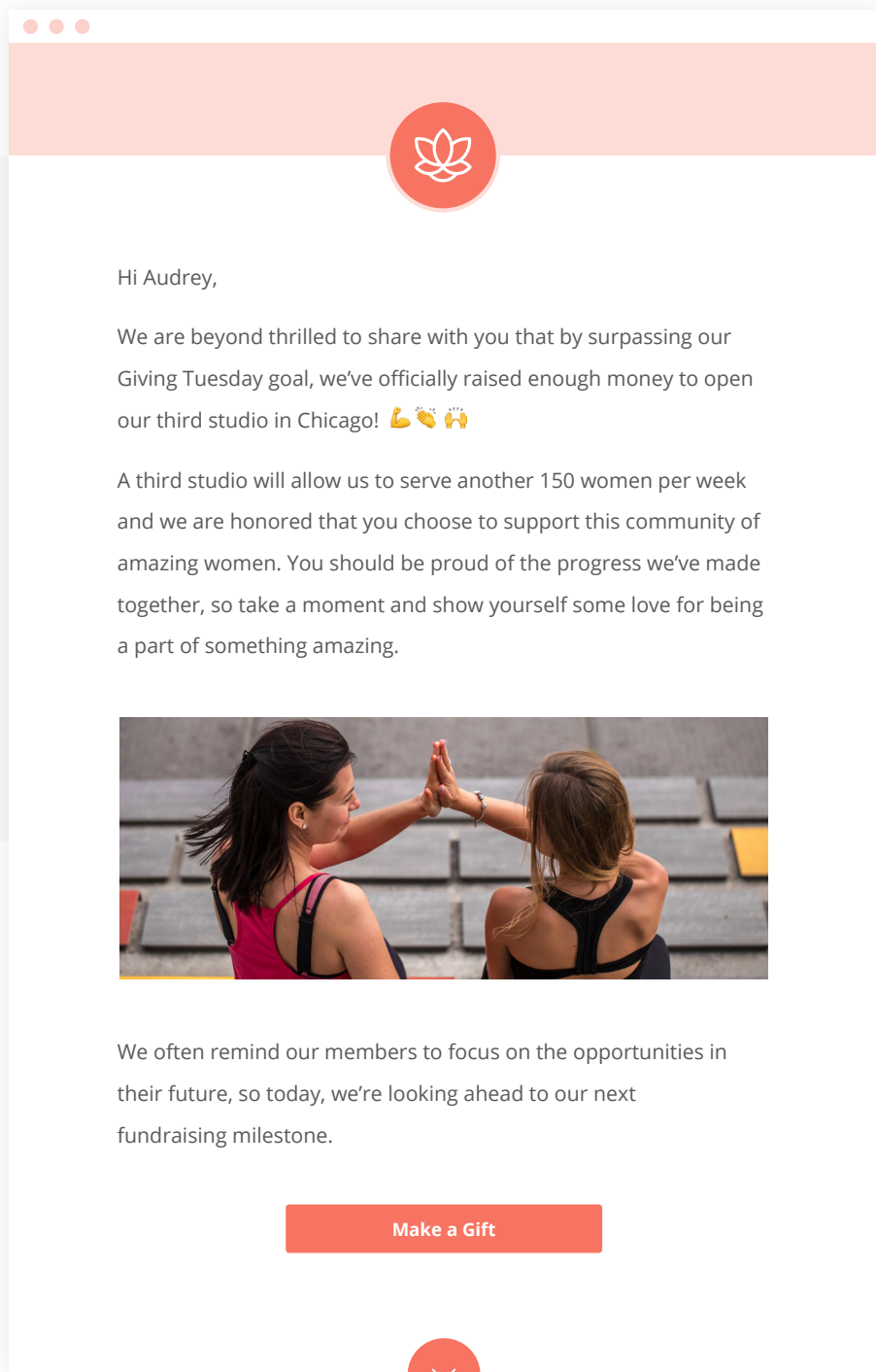
4 Weeks Until December 31

Subject Line:

Here's What We
Accomplished on
Giving Tuesday

Use this email to share how you'll be using the funds raised from Giving Tuesday, and then announce your year-end campaign.

Since the recipient hasn't recently made a donation, you can be more direct in your ask. Instead of just asking them to check out your year-end campaign, encourage them to make a donation.



Hi Audrey,

We are beyond thrilled to share with you that by surpassing our Giving Tuesday goal, we've officially raised enough money to open our third studio in Chicago! 🙌👏👏

A third studio will allow us to serve another 150 women per week and we are honored that you choose to support this community of amazing women. You should be proud of the progress we've made together, so take a moment and show yourself some love for being a part of something amazing.



We often remind our members to focus on the opportunities in their future, so today, we're looking ahead to our next fundraising milestone.

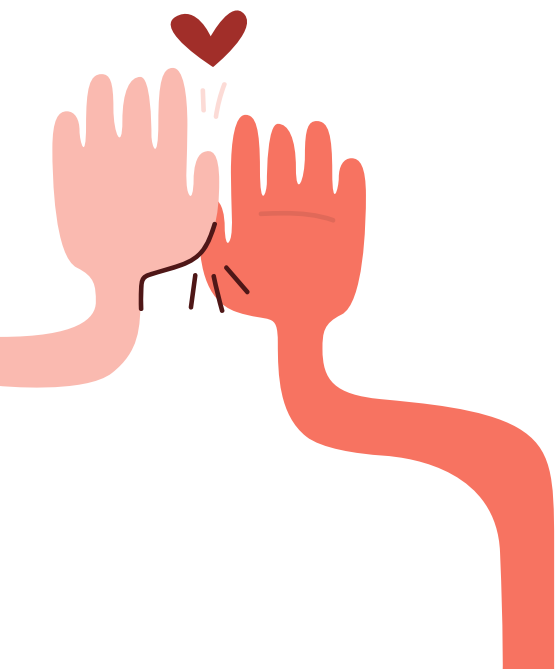
Make a Gift



We want to share [our year-end campaign](#) and announce our goal of **raising another \$50,000** before the new year hits. Thank you again for your continued support, and [join us in reaching this next milestone](#) for our community.

[Donate Now](#)

Love and peace,
Micaela & Elise
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3 Weeks Until December 31

Subject Line:

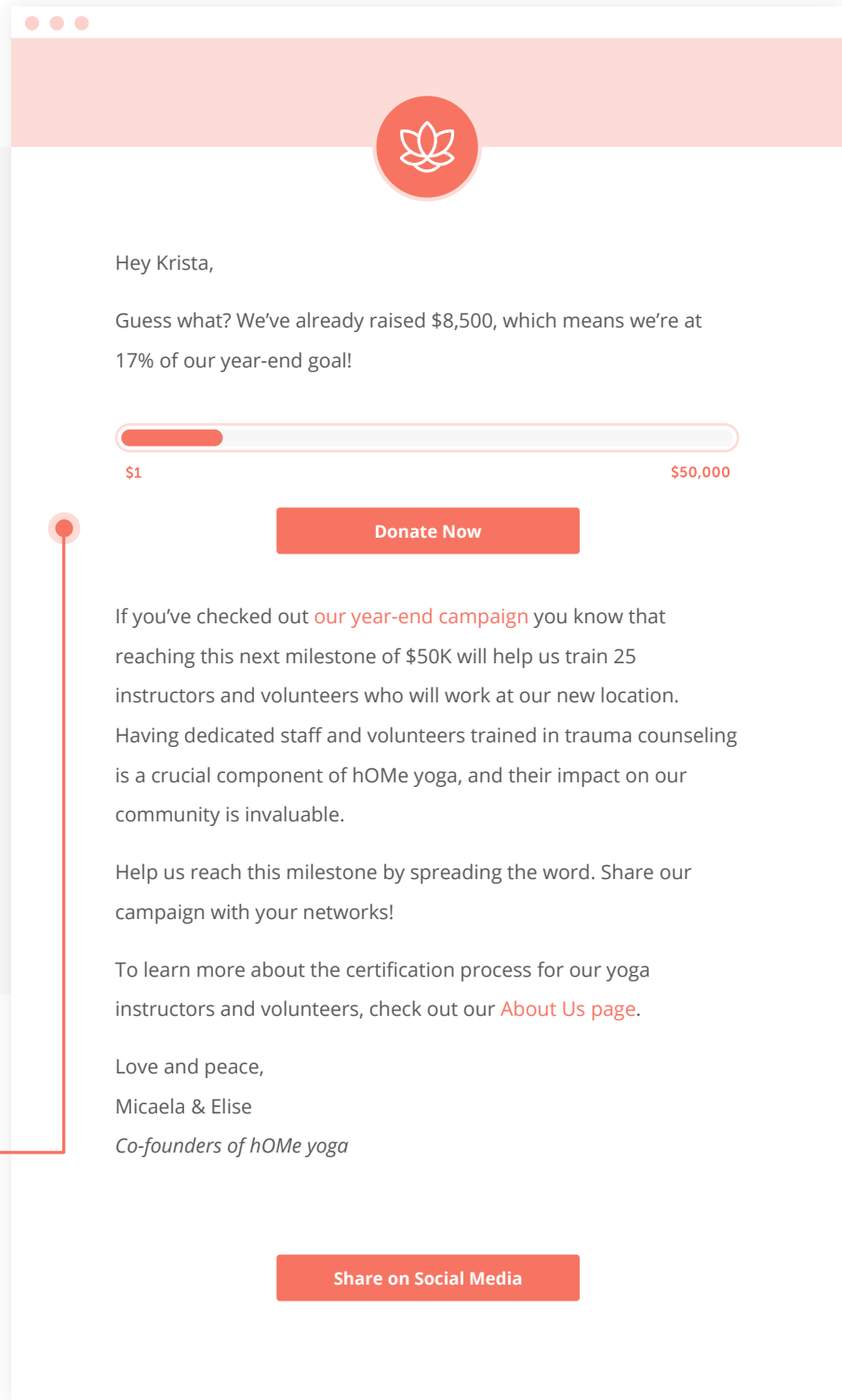
**We're Already at 17%
of Our Goal!**

Even though you're speaking to donors who haven't made a gift yet, you don't want to send them direct appeal after direct appeal. Instead, lead into a softer ask as your main CTA but still include a donate button in a prominent location in the email.

In this case, ask them to share your campaign with their networks. You still have three weeks to bring in donations, and this way you are increasing your campaign's awareness and potentially earning donations from new donors without fatiguing your existing supporters.

PRO TIP

Place your donate button above the fold in the email and right after the progress illustration. This way when supporters see your progress and feel inclined to be a part of your success, they can instantly go to your donation page.



2 Weeks Until December 31

Subject Line:

Meet One of Our
hOMe Members

With only two weeks left to fundraise, you can be more direct with your supporters and include asks in each of your emails moving forward. Keep in mind that people are primed to give during the end of the year and they expect to receive appeals from any organizations they support. It's also worth noting that if your supporters haven't given thus far, there is a chance they haven't opened your emails or seen any of the previous asks.

Share a compelling beneficiary story to showcase the impact of your work and also create an emotional connection with your donors. Continue to include campaign progress graphics throughout the rest of the year and start a countdown to increase the urgency to donate.

PRO TIP

Use visuals to demonstrate the emotion behind your powerful impact stories.



Hey Matt,

We are so proud of our members and their strength, so we want to share the story of one of our incredible hOMe yoga members with you.



"Before I joined hOMe yoga, I felt like I had no control. I was healing physically, but mentally, I was completely disconnected. I pushed down my anxiety, sadness, and anger and pretended like I was fine—in fact, if you asked how I was, all I could say was, "fine!" I was walking around in a fog for months. But within minutes of my first class at hOMe, I felt a calm stillness. Between focusing on my breath and movements of my body, and knowing that I was surrounded by caring, kind women who understood what I'd been through, I felt at peace in the quiet. It's been almost two years since my first class and I still look forward to every time I walk through the studio door."

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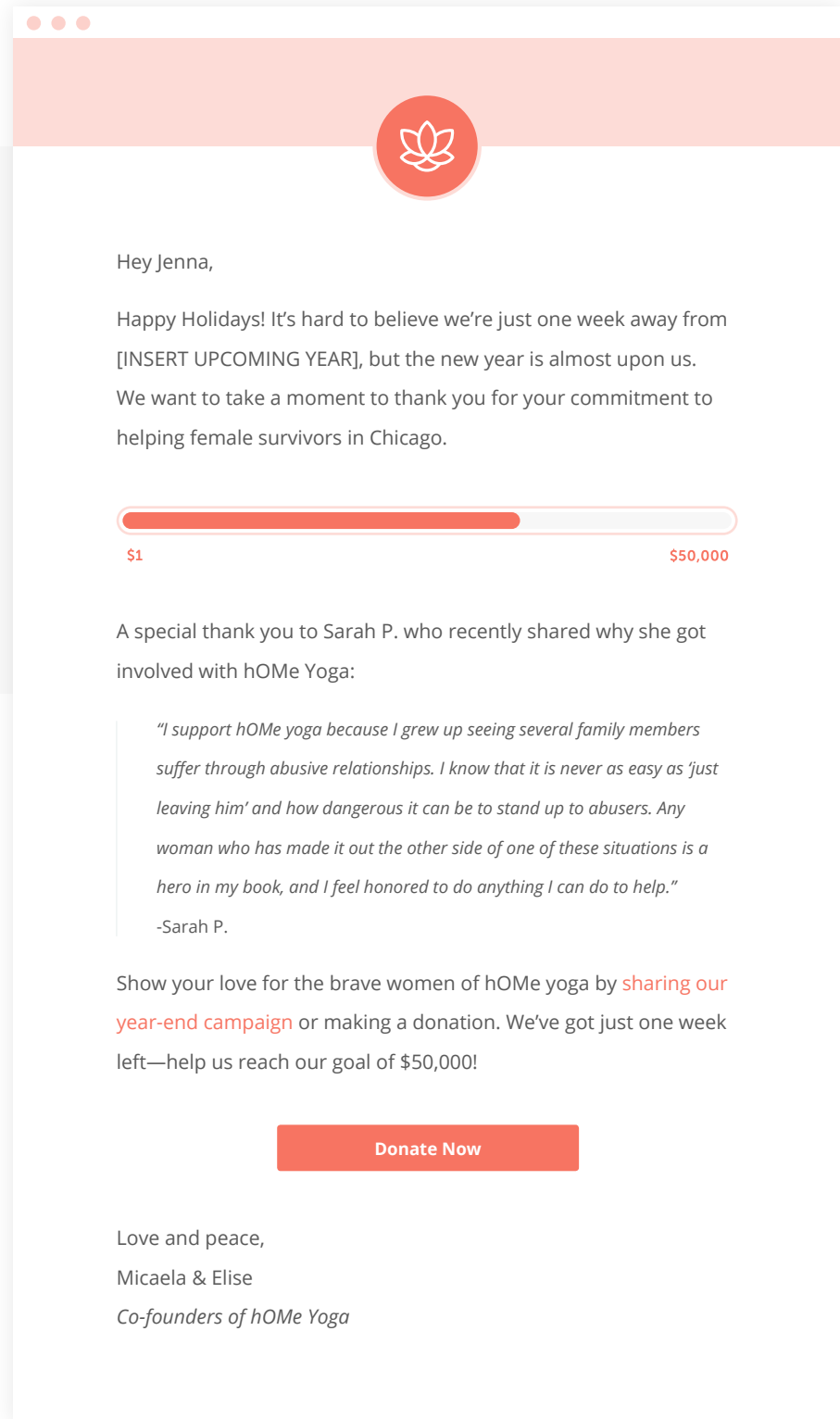
[Share Our Campaign](#)

1 Week Until December 31

Subject Line:

**hOMe Supporter
Spotlight: Sarah P.**

Continue to include direct asks in your emails, but complement them with social proof stories to encourage them to act. A testimonial from a loyal supporter who has had a positive experience with your nonprofit demonstrates the benefits of giving and can be the final push the recipient need to make a gift.

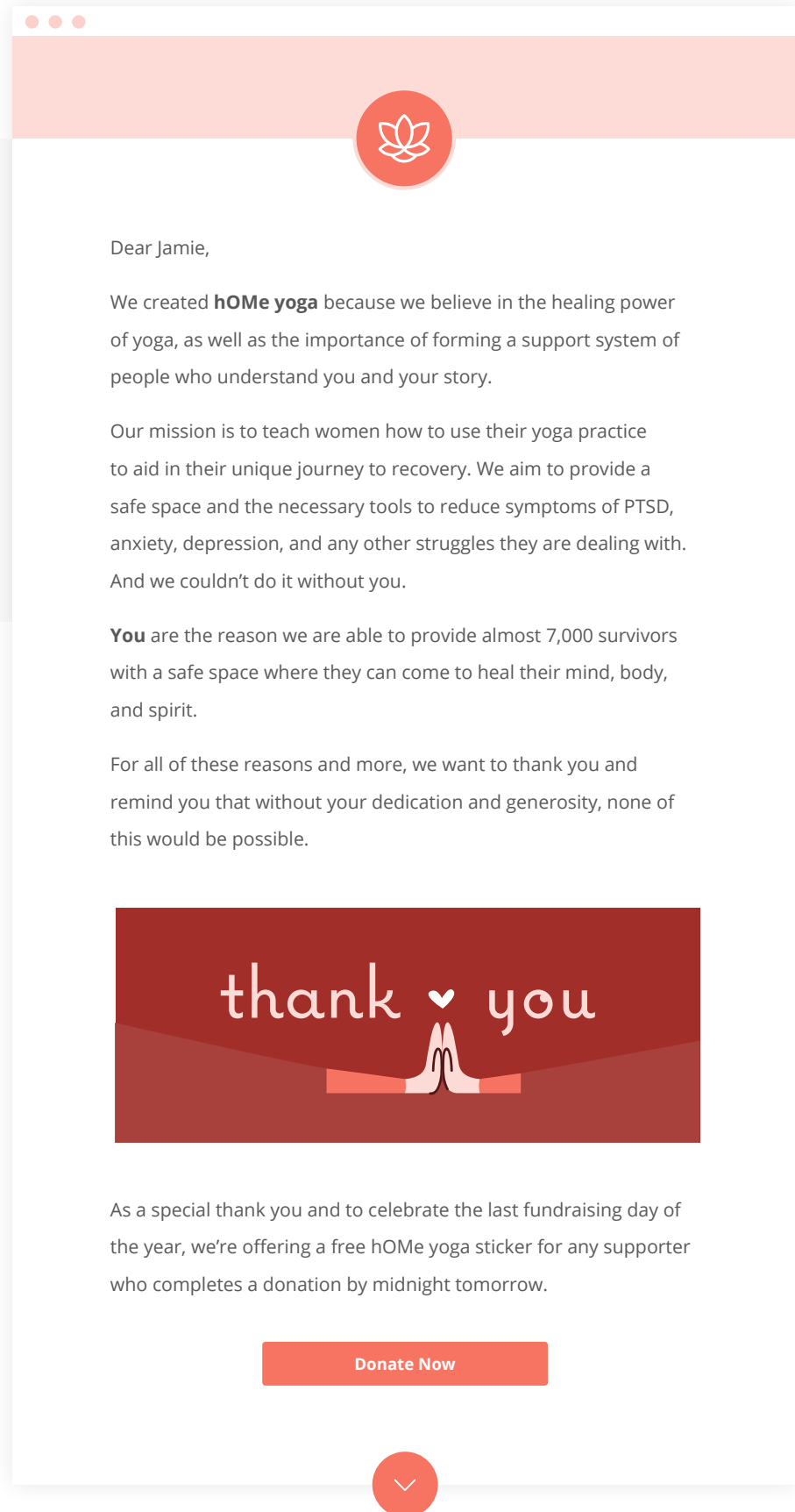


1 Day Until
December 31

Subject Line:

You Make It Possible to
Achieve Our Mission

With only one day left in the year, you can make direct appeals to your entire donor base. Remind donors of the “why” behind your mission by sharing the impact of your programs and how each individual donor helps advance your cause.

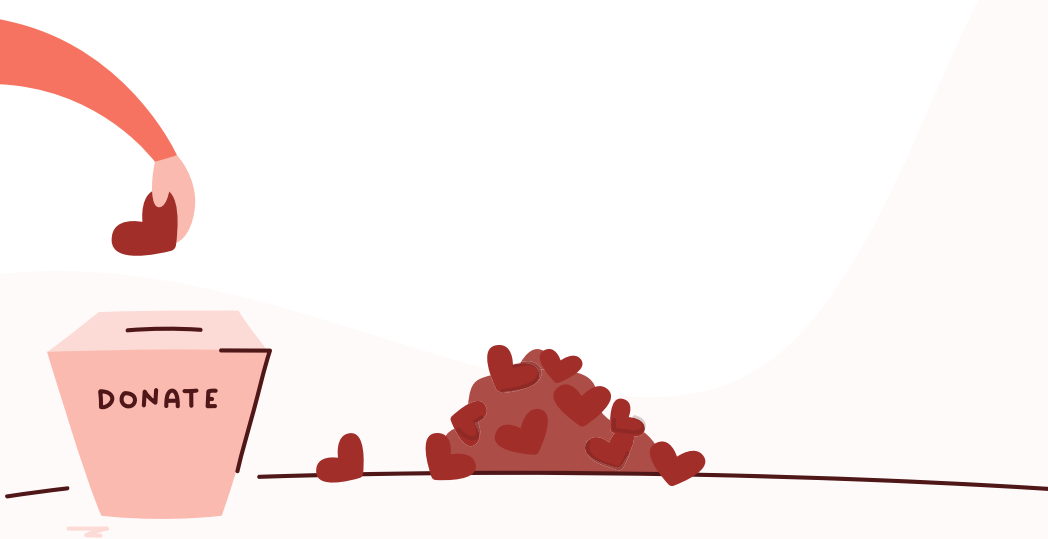




Don't forget, tomorrow is also your deadline to make a tax-deductible donation for [ENTER CURRENT YEAR]!

[Donate Now](#)

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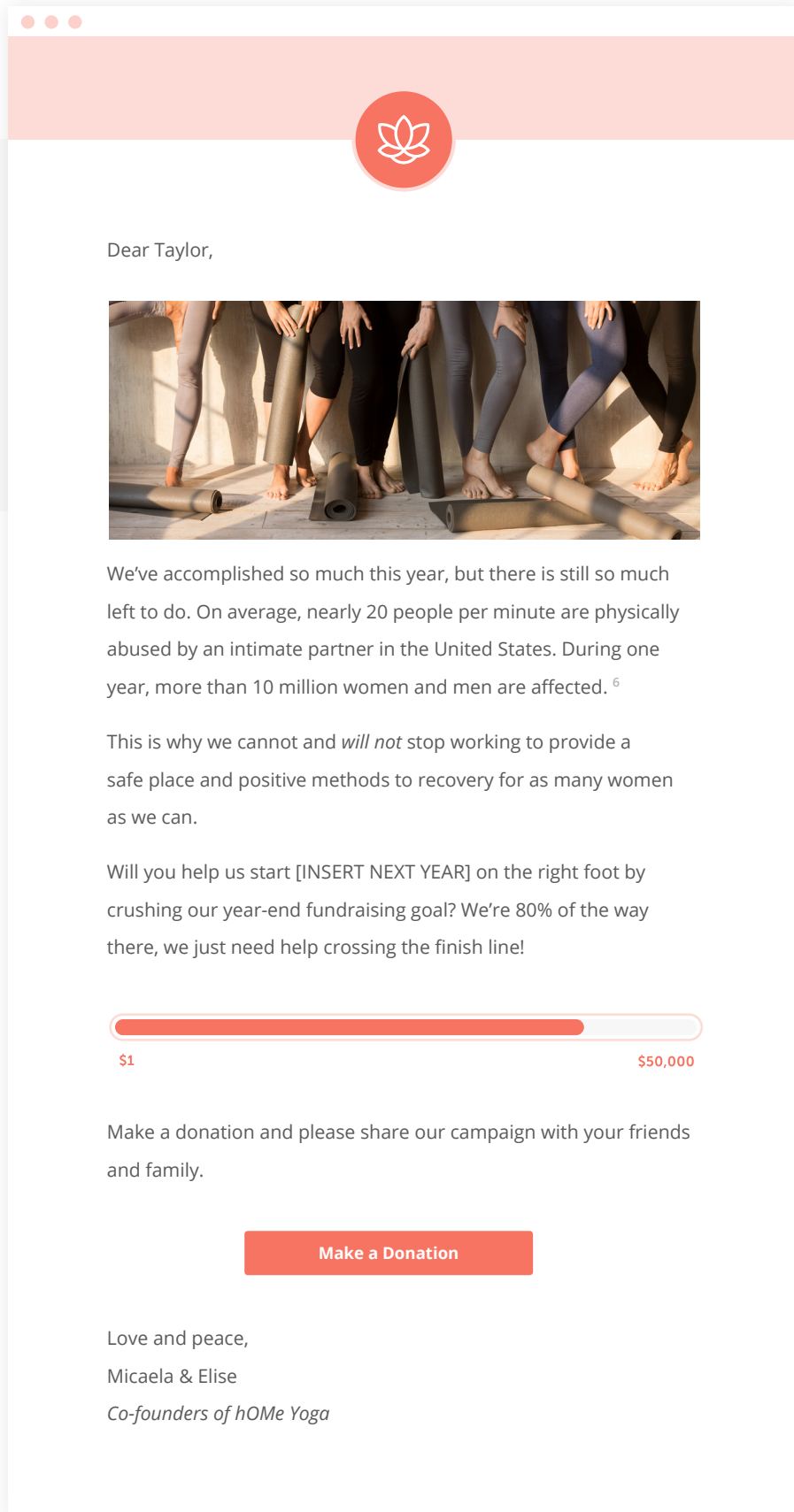
Morning of
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⁶ National Intimate Partner and Sexual Violence Survey, https://www.cdc.gov/violenceprevention/pdf/nisvs_report2010-a.pdf



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This is why we cannot and *will not* stop working to provide a safe place and positive methods to recovery for as many women as we can.

Will you help us start [INSERT NEXT YEAR] on the right foot by crushing our year-end fundraising goal? We're 80% of the way there, we just need help crossing the finish line!

\$1 \$50,000

Make a donation and please share our campaign with your friends and family.

[Make a Donation](#)

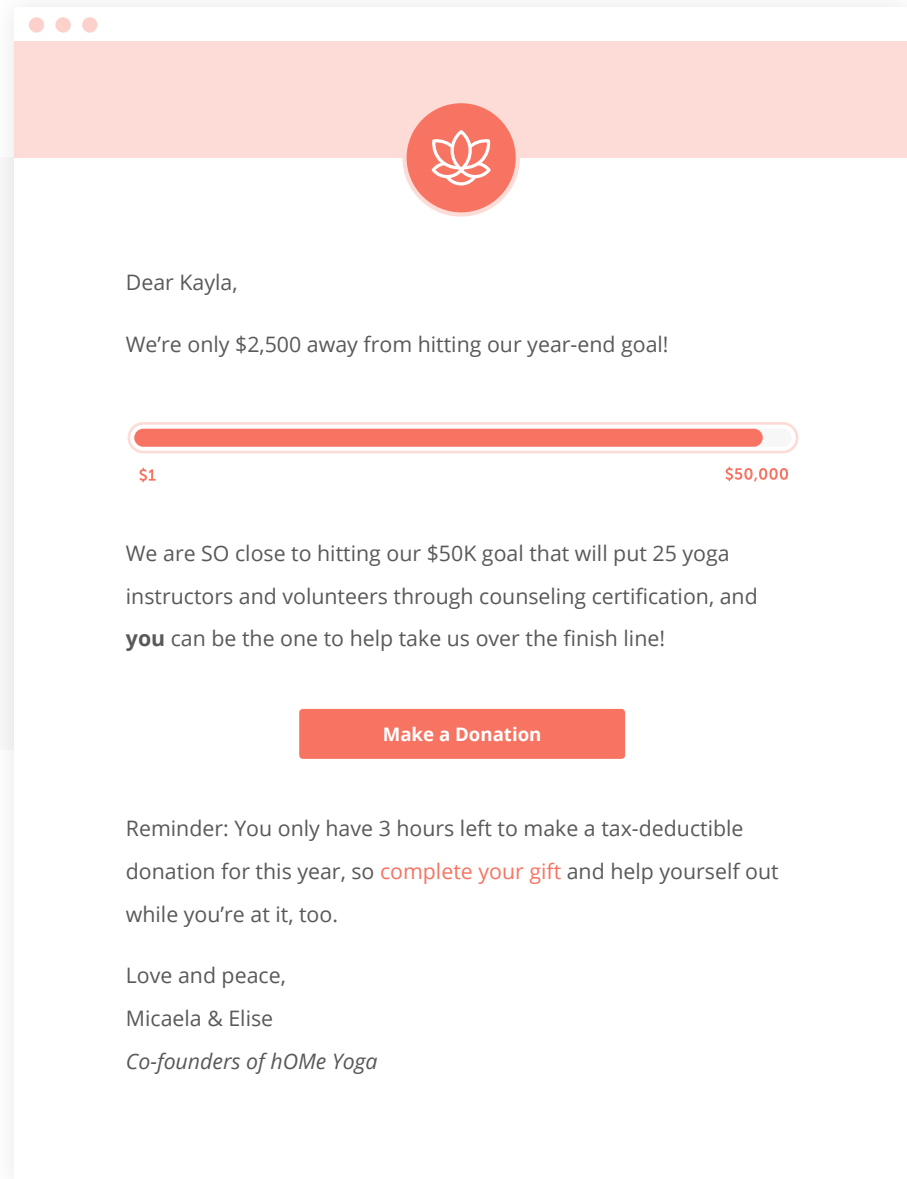
Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

Afternoon or Evening of December 31

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**You Can Take Us Over
the Finish Line!**

Today is the last fundraising day of the year, so continue to share progress updates throughout the day. We suggest at least one email in the afternoon and evening. These emails should be exciting, include progress updates, and allow your donors to feel like they are a part of the success of your campaign.



Conclusion

Despite the many benefits of leveraging Giving Tuesday to jumpstart year-end fundraising, some nonprofits are still wary of hitting their supporters with so many appeals during a short period of time. However, Classy's data team found that Giving Tuesday does not cannibalize year-end giving, and instead that donor demographics of those who donate on Giving Tuesday are different from those who give during the last five days of the year.⁷

Instead of leaving donations on the table by leveraging only either Giving Tuesday or a year-end campaign, capitalize on both opportunities and craft a seamless communication strategy between the two bookends of holiday giving.

Below are a few extra tips for sending effective emails that won't fatigue donors.

⁷ Classy, "Donor Insights You Need to Know for Giving Tuesday."
<https://www.classy.org/blog/donor-insights-giving-tuesday/>

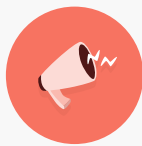


Don't send an email if you aren't saying anything new. Whether you are sharing a beneficiary's story, a note from your staff, progress report, or programmatic impact, you should always have a unique message to complement your ask.



If you have a hard campaign goal, always include your progress.

Visuals are a great way to break up blocks of text in email, so you can even take advantage of the eye-catching design of your Classy campaign and simply screenshot your progress bar to include in emails. Maintaining the same look and feel also connects your communications and campaign.



Don't go radio silent on January 1. Make sure that you continue to touch base with your donors after the giving season. The first email you should send is another thank you for their support during the holidays.

To help you get started on the next chapter of your email communications strategy, check our guides, [13 Donor Retention Email Templates](#) and [9 Email Templates for Your Nonprofit Annual Communications Plan](#). Both of these include a variety of emails that can help you create engaging, effective messages that will delight your donors and continue to develop lasting relationships with your supporters throughout the year.

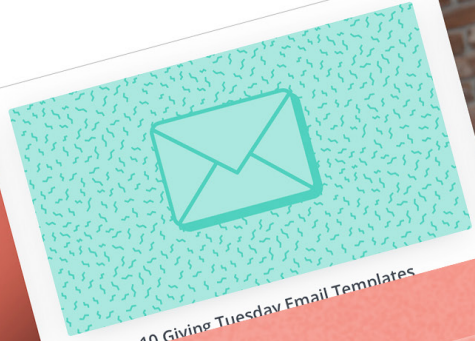
Classy

Your Giving Tuesday Resource Library

Popular Resources



The Ultimate Giving Tuesday



10 Giving Tuesday Email Templates



How to D...

Classy

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

Get the tools, best practices, and resources you need to kick off an incredible Giving Tuesday campaign.

[Get over 50 free resources →](#)