

10 GIVING TUESDAY EMAIL TEMPLATES



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Introduction

In 2018, Giving Tuesday raised \$400 million online in the U.S. from 3.6 million total gifts.¹ 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.²

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—Giving Tuesday. 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!

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

² NP Source, "The Ultimate List Of Online Giving Statistics For 2018."
<https://nonprofitsource.com/online-giving-statistics/#Email>

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 Giving Tuesday
- **Who:** All supporters
- **What:** Announce that you’re fundraising for Giving Tuesday. 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

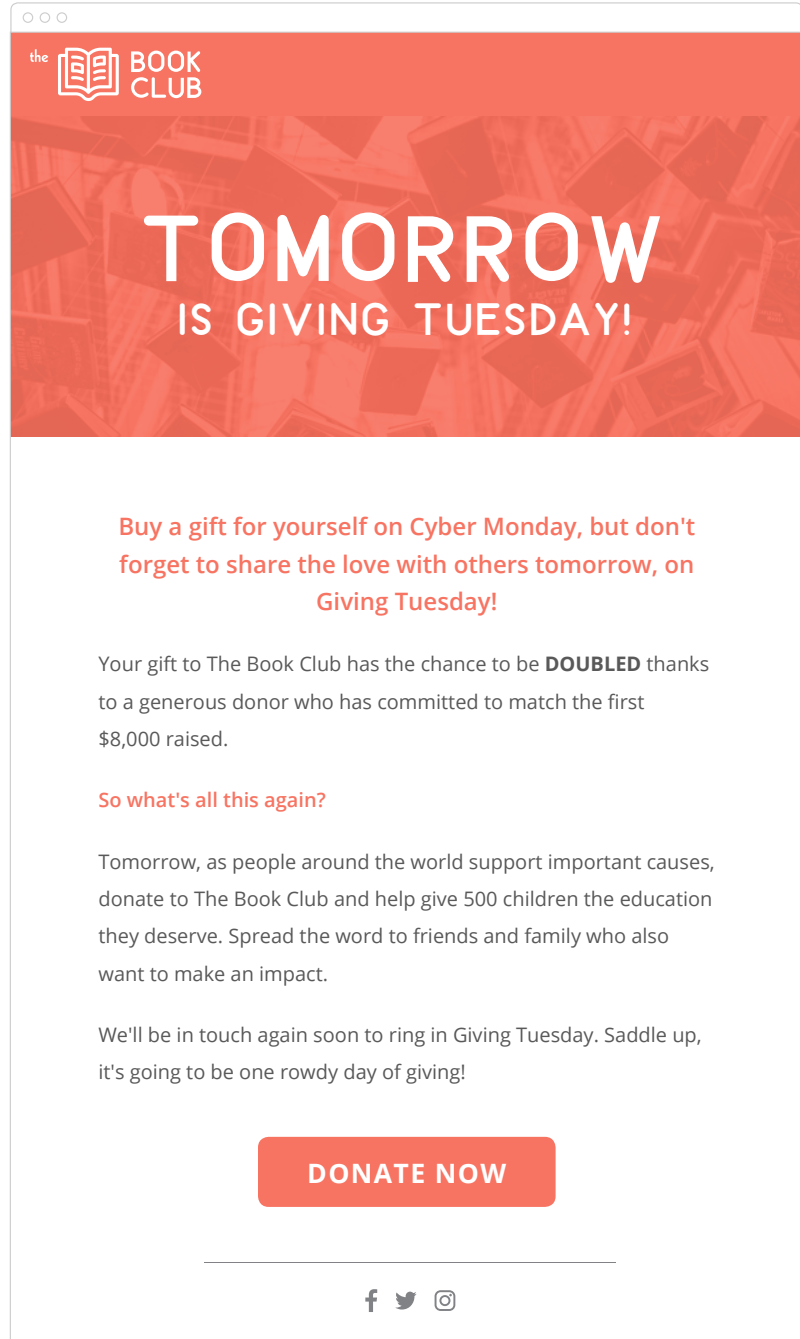
- **When:** Seven days before Giving Tuesday
- **Who:** All supporters
- **What:** Remind supporters that Giving Tuesday is approaching. Mention any matching challenges, and ask supporters to spread the word and follow you on social media for regular updates.
- **CTA:** Donate Now



The image shows a browser window displaying an email template for 'the BOOK CLUB'. The header features the logo and a large red banner with a white countdown timer showing '07 DAYS UNTIL GIVING TUESDAY'. Below the banner, the text reads: 'After Black Friday and Cyber Monday, the back-to-back days of deals, join us in kicking off the holiday giving season on Giving Tuesday!'. The main body text states: 'On this global day of giving, we're raising \$20,000 to give 500 children the life-changing gift of education. We're also excited to announce that a generous donor has stepped up to **match the first \$8,000 raised**. Now is your chance to make **TWICE** the impact!'. A section titled 'Ways to gear up for Giving Tuesday:' includes a bulleted list: '• **Donate** to lock in your gift', '• **Follow us on Facebook and Twitter** for exciting updates', and '• **Share this message** with friends and family and encourage them to join the movement'. The text concludes with 'We've got just one week left until one historic day of giving. Let's do this!'. A prominent red button labeled 'DONATE NOW' is centered below the text. At the bottom, there are social media icons for Facebook, Twitter, and Instagram.

1 Day Prior (Cyber Monday)

- **When:** Day before Giving Tuesday
- **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

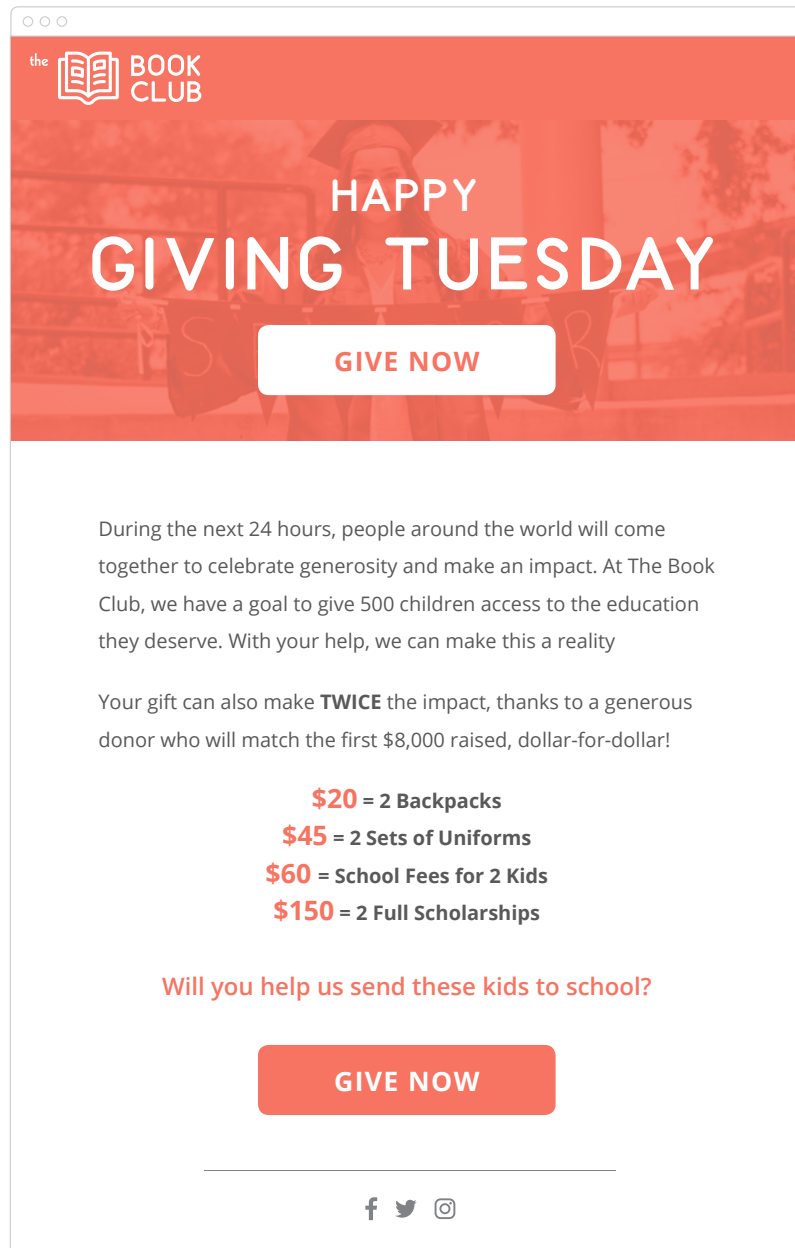


Day-of Email Series

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.

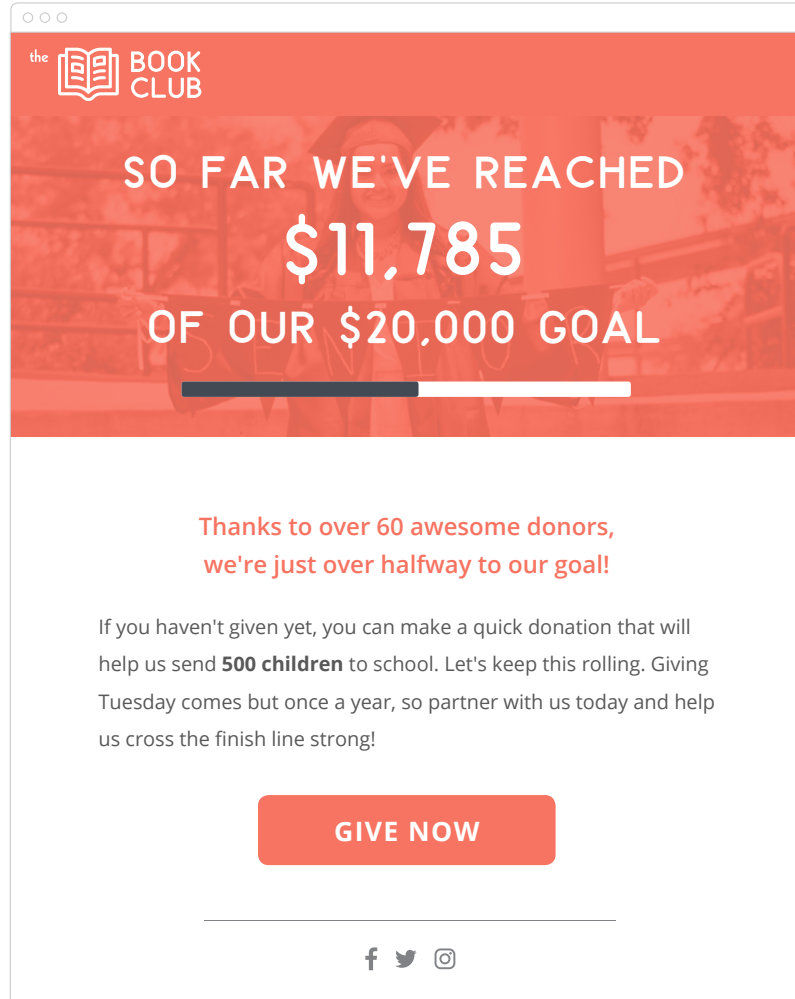
FIRST EMAIL

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



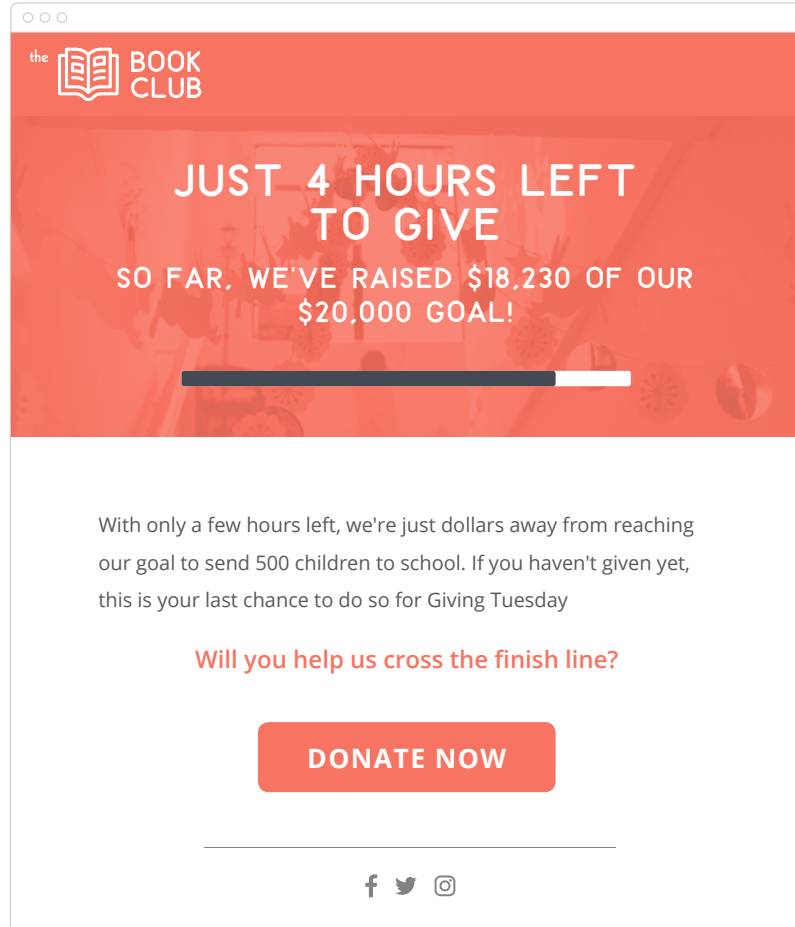
SECOND EMAIL

- **When:** Noon, Giving Tuesday
- **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. It's also a good idea to encourage those who've already donated to help you share the message.
- **CTA:** Give Now



THIRD EMAIL

- **When:** Evening, Giving Tuesday
- **Who:** All supporters (excluding those who have already donated)
- **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

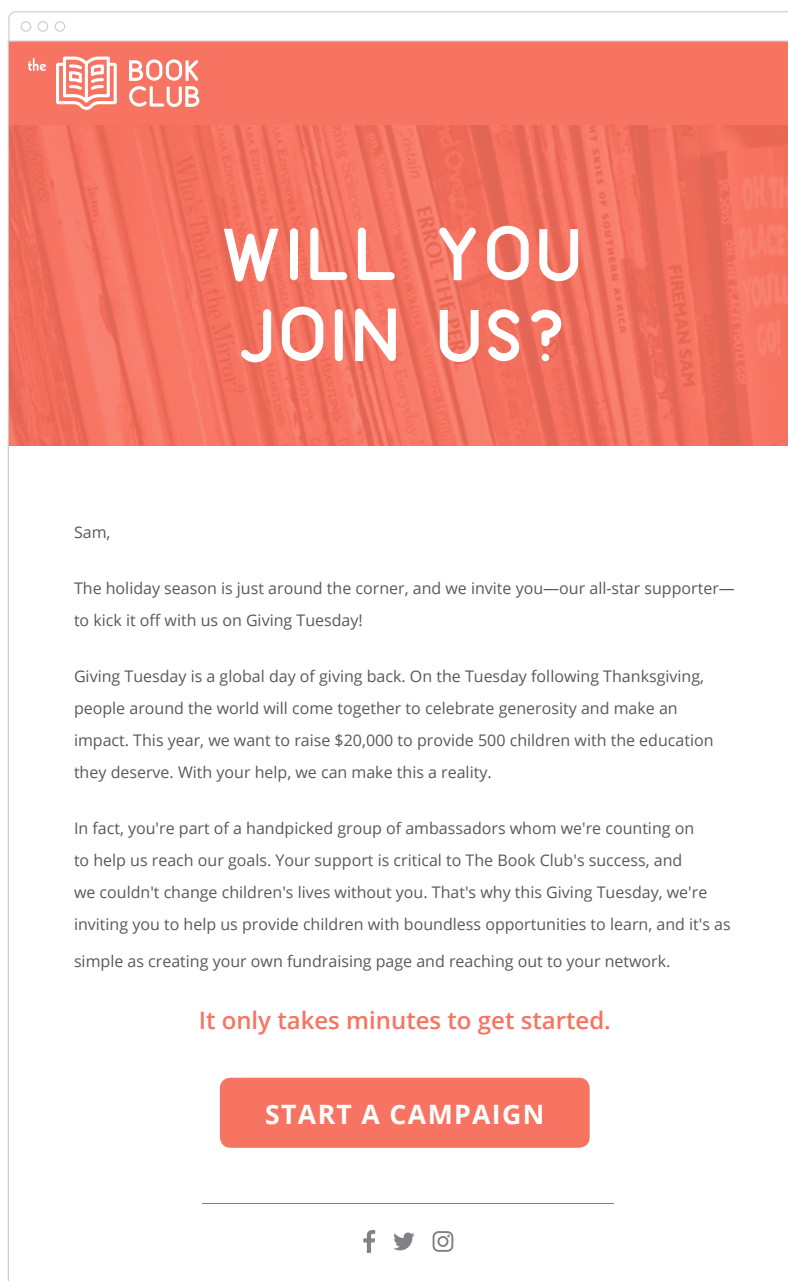
As part of your follow-up communications, make sure to announce how much you raised and its impact. Thank and celebrate your fundraising community for a big Giving Tuesday success.

2 | Peer-to-Peer Fundraising Emails

For peer-to-peer campaigns that culminate on Giving Tuesday, 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 Giving Tuesday, 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 Giving Tuesday
- **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 Giving Tuesday 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)



the **BOOK CLUB**

WILL YOU JOIN US?

On the Tuesday after Thanksgiving, people around the world will come together to celebrate and support meaningful causes. This year, our goal is to raise \$20,000 by the end of Giving Tuesday to provide 500 children with a quality education.

At The Book Club, we believe that every child deserves the opportunity to learn. If you agree, let's come together and make this a reality. Start a fundraising page to rally friends and family to help send these children to school.

Thank you for being a part of this movement. By joining forces to give generously, we can make huge strides for children's education.

[START A CAMPAIGN](#)

[DONATE NOW](#)

Thank you for being a part of this movement. By joining forces to give generously, we can make huge strides for children's education.

[f](#) [t](#) [i](#)

1 Week Prior

- **When:** One week before Giving Tuesday
- **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)

The screenshot shows an email template with a red header. The header contains the logo 'the BOOK CLUB' and the main headline 'MAKE A DIFFERENCE WITH JUST A FEW EMAILS'. The body of the email is white and contains the following text:

Sam,

Get started on your quest to provide quality education for kids. Use the sample email below to send personal emails to five people, and include a link to your page. Reach out to your parents, siblings, or closest friends and ask them to help you reach your goal.

"Hey Lauren,

I'm fundraising for The Book Club's Giving Tuesday campaign. Giving Tuesday is a global day dedicated to giving, and this year The Book Club is raising money to send 500 children to school. How awesome is that?

I'm trying to raise \$500 by the end of Giving Tuesday. Would you consider donating to help me reach my goal? I'm passionate about giving children the education they deserve, and I hope you'll support me and these kids by making a gift to my fundraising page below. Thanks in advance!"

ASK FOR SUPPORT TODAY

At the bottom of the email, there are social media icons for Facebook, Twitter, and Instagram.

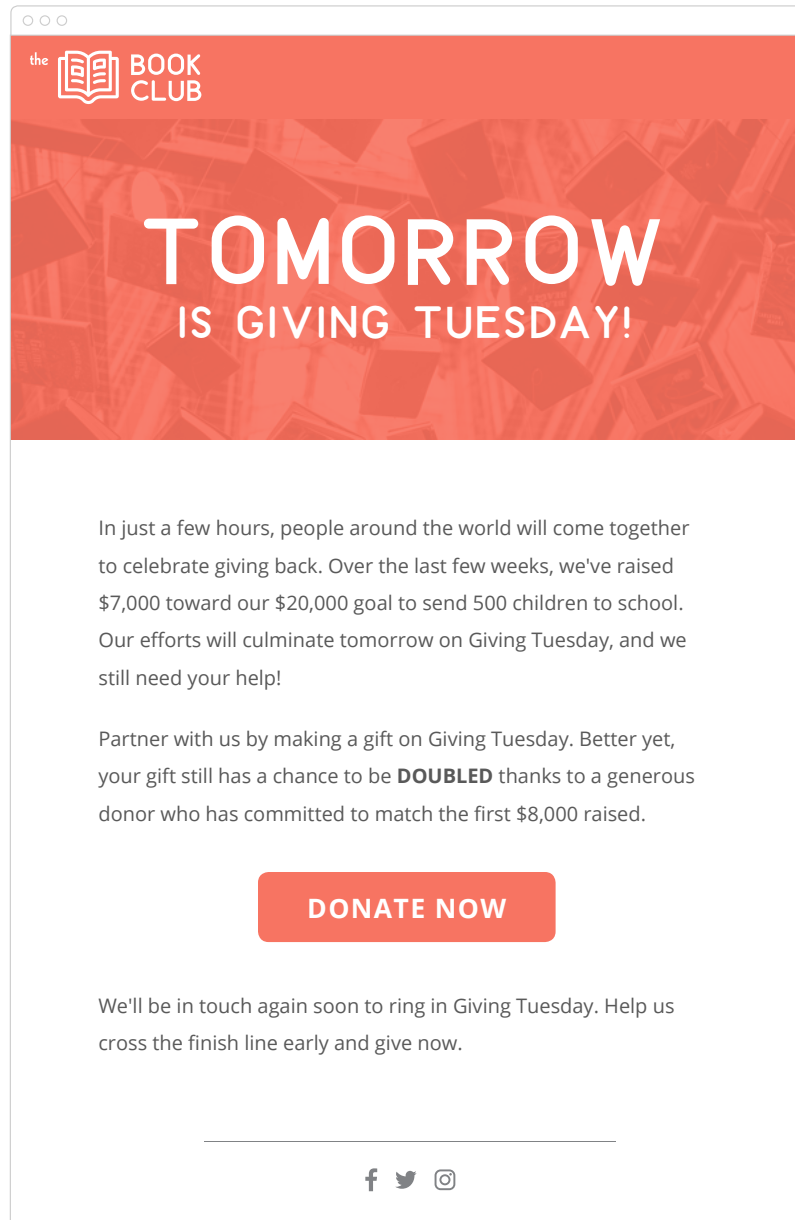
1 Day Prior

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

Day-of Email Series

On Giving Tuesday, 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 Giving Tuesday. 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 Giving Tuesday campaign.

[Get Your Resources →](#)