**Email Templates FROM GIVINGTUESDAYLEB.COM**

To Supporters - Save the Date

Subject Line: Join Us for GivingTuesday - the Global Day of Giving on Dec 3, 2024

On December 3, 2024, people all around the world are coming together to tap into the power of human connection and strengthen communities and change our world. Will you be one of them?

[Name of organization] will be participating in GivingTuesday and we need your help!

By joining the GivingTuesday movement, you’re proving that in times of uncertainty, generosity can bring the whole world together.

Here is how you can get ready to give:

Mark your calendar [Link to a custom calendar invitation for Dec 3rd that includes your organization’s donate link]

Give. On December 3rd, go to [insert your organization URL] and donate. You can also support our organization in these ways [insert link to a blog post that outlines other needs like a wish list, virtual volunteer opportunities]

Spread the word. Encourage your friends and family to join you in creating real impact on December 3rd by sharing what our mission means to you and why you support our organization (here are some ideas). Make sure to use hashtag #GivingTuesday and tag us so we can share!

Let's rally together to build stronger communities.

Learn more at [insert your organization URL]

To Board Members in advance of the campaign

Subject line: |\*FNAME\*|, we need your help!

Hi [board member name],

GivingTuesday is only [x] days away and [organization name] is starting to plan our big celebration. This is a big day for us, we’re aiming to raise [insert goal or a line about how much you raised last year or how you’re using the day to go big on your kickoff for end of year]. This is where you come in. We’re asking all of our board members to help us rally our community and maximize GivingTuesday. Here are some ways that you can help.

We’ve set a goal to achieve 100% giving by board members on December 3rd. [Reminder about give/get if applicable]

Help us organize matching funds for our organization. Matching funds provide great incentives for both new and existing donors and motivate them to act fast to double their impact on our cause. You can help by contributing to our matching grant pool and asking your networks to contribute too. [Insert some more info about who you’ve reached out to already and some of your ideas about how you’ll organize your match]

Help us spread the word. Here’s link to a Google Drive with sample emails you can send to your friends and family and sample social media messages for LinkedIn or Facebook. Personalize these messages and share why our mission matters so much to you!

Please also consider fundraising on our behalf. [insert information about your p2p program]

Thank you, [Name], for your ongoing commitment to [mission]. We simply could not do this without you. Please contact us if you have any questions or need any assets to help with your outreach. Thanks in advance for making GivingTuesday 2024 our best yet!

Sincerely,

[Name][Title]{Org}

To Supporters - Give Today

Subject line: Together we can

In this time of uncertainty, there's a fundamental truth that gives us hope - that together we can do extraordinary things. Whether that's through donations to community organizations or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

{ORG] is participating in GivingTuesday today, the global day of unity and giving. As you know, our organization [Describe in 2-3 lines the critical work your organization is doing in your community and how your nonprofit will be participating]

But we can’t do this without you!

Not only do we need your support, we need your help to spread the word. Please tell your friends and family why you believe in our work and encourage them to support us too!

Join the movement today! [Insert bullet points for how supporters can contribute, details about any special plans you have for today, including links to livestreams, donate pages, social media challenges, etc.]

Thank you for being a part of the [Organization] team. Together we can [insert your mission].

Name

Title

Organization