

## NONPROFIT EMAIL AND LETTER TEMPLATES

Note: We recommend sending one email and/or letter a month for the 3 months leading up to your event so as not to flood your donors' inboxes. Remember these are templates that should be customized for your organization.

### EMAIL:

Emails are great for reaching a large amount of people in a short amount of time. Because it is a form of digital communication, you can embed links that will take your recipient directly to event, social media and donation pages.

#### Sample 1 – Introducing the event to donors

Dear **[INSERT Name]**,

I have some exciting news to share with you! On **[INSERT event date]** **[INSERT your organization name]** is joining hundreds of nonprofits across **[INSERT city]** in raising money to help improve our local communities.

***[INSERT a story or description of your cause, needs, or the project these donations will help fund. Or insert a great photo of someone's life your work touched.]***

We need you to help us with three things:

1. Mark **[INSERT event name]** on your calendar for **[INSERT event date]** and bookmark this giving link: **[INSERT the direct link to your profile page]**
2. Please make a donation to support us on **[INSERT event date]**
3. Help us spread the word! Follow us on Facebook and Twitter **[include your organizations' Facebook link and Twitter handle]**. Follow the hashtag **[INSERT event hashtag]** to see the buzz

We can't wait to celebrate the difference your generosity will make on **[INSERT event date]**!

Sincerely,

**[INSERT email signature, your Twitter and Facebook handles and any event tagline]**

## Sample 2 – Event Reminder (Only use this template if you have matching funds)

Subject: Maximize your gift! Every Dollar goes further on [\[INSERT event date\]](#).

Dear [\[INSERT name\]](#),

On [\[INSERT event date\]](#), from 12:00 a.m. to 11:59:59pm, [\[INSERT your organization name\]](#) is participating in [\[INSERT event name\]](#)! Every donation will be stretched further if you donate to our organization through the link here: [\[INSERT Giving Day URL\]](#). [\[INSERT your organization name\]](#) will be one of hundreds of nonprofits across our city raising money to improve the long-term outlook of our communities!

Your donation will go a long way in helping us [\[INSERT value proposition\]](#). [\(Include if you have matching funds or local partner\)](#): Plus, gifts given that day will receive a portion of bonus funds - making your dollar go further!

We hope you will support us on [\[INSERT event date\]](#)!

Sincerely,

[\[INSERT email signature, your Twitter and Facebook handles and any event tagline\]](#)

## Sample 3 – On the Event Day

Dear [\[INSERT name\]](#),

Today, [\[INSERT event date\]](#), is [\[INSERT event name\]](#)! Will you join in supporting [\[INSERT your organization name with the direct link to your profile page\]](#)?

This year, we set a goal to have [\[INSERT number of donors\]](#). Please help us reach our goal by donating \$10 or more on [\[Profile Page\]](#), and by asking your family and friends to donate too!

We appreciate your help in [\[INSERT short mission/category\]](#) today. Together, we can make a difference!

Sincerely,

[\[INSERT email signature, your Twitter and Facebook handles and any event tagline\]](#)

## LETTER:

Writing a letter is great way to reach out to your donors on a more personal level. Plus, it can help widen the audience to those who may be less active online.

Dear *[INSERT name]*,

On *[INSERT event date]*, *[INSERT your organization name here]* is participating in *[INSERT event name]*! which brings our community and hundreds of nonprofits together for 24 hours of giving. Please visit our giving day site *[INSERT URL]* anytime between 12:00 a.m. and 11:59 p.m, search for our nonprofit and click the “Donate Now” button to make your contribution.

By making a donation on *[INSERT event date]*, your gift will go a long way in helping us *[INSERT mission and/or value proposition]*. Your gift will be used towards *[INSERT what the money raised will go towards]*

*[INSERT event name]* is a way for the people of our community to come together and give as one. Please do not hesitate to contact me if you have any questions.

Sincerely,

*[INSERT your name]*

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