



GiveLocalNRV Email Templates

Not sure where to start with writing a fundraising email? Copy and paste these templates, then customize the pieces highlighted in yellow. The timings for these templates are just suggestions, so please adjust as you see fit.

Also, while there are seven templates in this document, seven is not necessarily the magic number for what you should send out! Use these as a starting point and tailor them to your specific campaign. However you design it, the goal of your email campaign is to reach out to your supporters early, so they know you are participating in the giving day, then keep them updated on your progress.

Some pointers for success:

Draft your emails ahead of time. Don't wait until the last minute to draft these notes! At the bare minimum, write out a generic email with the giving day details, what you are fundraising for and what your fundraising goal is (and what it represents), along with the link to your page. Then, you can modify this note for wherever you are during the early giving period or during the giving day itself.

Let your supporters know they will be hearing from you a bit more than usual. We spotted this great line from Elon University's giving day promotions: "P.S. If your gift crossed paths with this email, thank you! We know you may be receiving more emails than usual as we celebrate Elon Day. Your inbox will return to normal after March 7." Consider adding something like this to your communications either about hearing from you more in the month of June or on the giving day itself.

Give your supporters an out. When you send out your first email about the giving day, include a line that says something like "Prefer not to receive a lot of emails about the giving day? We get it! Just let us know and we will send you just one more note on the day itself to remind you." Or, if a supporter asks to be removed from the emails entirely, honor that preference!

Template #1 – Introduction to GiveLocalNRV *(early or mid-May, before early giving starts)*

Subject Line: Save the date for the 11th annual GiveLocalNRV Giving Day!

Body: Dear [First Name] or Dear friends,

We're excited to share that we will be participating in the 11th annual online GiveLocalNRV Giving Day! Each year in June, our community comes together for 24 hours of giving to support the amazing work of nonprofits around our region. This year, the event will be held from noon on Wednesday, June 26 to noon on Thursday, June 27.

This year, we hope to raise [specify your fundraising goal]* for [specify what you are raising money for]. **Help us raise awareness and funds for our work by saving the date and donating online starting at noon on Wednesday, June 26, at [Link to Your Organization's Page].**

If you'd like to give early, the early giving period for the event will open on June 1. Additionally, if you prefer to give by check, cash, or wire transfer, we can accept those donations as well starting June 1. Just reply to this email for details. We look forward to seeing what we can do together this year!

[Signature line]

Template #2 – Early Giving Kickoff (June 1 or soon after)

Subject Line: Early giving for the GiveLocalNRV Giving Day is here! Help us reach our goal.

Body: Dear [First Name] or Dear friends,

[Your Organization Name] is thrilled to be participating in the 11th annual GiveLocalNRV Giving Day. While the Giving Day itself starts at noon on Wednesday, June 26, the early giving period begins today. This period allows us to fundraise in the weeks leading up to the event and gives donors flexibility on when they give.

This year, we hope to [raise X amount of money, engage X amount of donors, etc.]. [Explain what you are fundraising for and what your goal represents in 2 – 4 sentences].

Your gift of \$5 or more, combined with others, helps us move toward our goal. Can you help us by donating today at [Link to Your Organization's Page]? Additionally, if you prefer to give by check, cash, or wire transfer, we can accept those donations as well. We just need to receive them by noon on June 27. Thank you for your support!

[Signature line]

Template #3 – Hitting a goal or milestone

(can be used during the early giving period as well as during the giving day itself)

Subject Line: We're halfway to our GiveLocalNRV Giving Day goal!

Body: Dear [First Name] or Dear friends,

Wow. Thanks to the support of [X # of donors], we just hit [milestone, such as "halfway mark"] for our fundraising goal! These funds will do so much to help us with... [explain what you are fundraising for and what your goal represents in 2 – 4 sentences]. If you haven't had the chance yet to make a gift, you still have time!

If still in the early giving period: There is still one more week until the Giving Day. Could you donate \$5 or more today at this link [insert your organization's specific link]? Every donation helps us move toward reaching our goal of [your fundraising goal amount.]

If during the giving day: There are just a few hours left in this year's Giving Day! Could you donate \$5 or more now at this link [insert your organization's specific link]? Every donation helps us move toward reaching our goal of [your fundraising goal amount.]

Your support means so much. Thank you for getting us this far. Let's see what we can do [in the next few days/hours.]

[Signature line]



Template #4 – Giving Day is a week away / tomorrow

Subject Line: The GiveLocalNRV Giving Day is next week!

Body: Dear [First Name] or Dear friends,

The Giving Day is almost here! Thank you for your support during the early giving period [by helping us raise X amount of money] toward our [overall fundraising goal].

Each of these donations helps us with... [explain what you are fundraising for and what your goal represents in 2 – 4 sentences.]

Every gift counts. Can you help us by donating \$5 today at [Link to Your Organization's Page]? Additionally, if you prefer to give by check, cash, or wire transfer, we can accept those donations as well. We just need to receive them by noon on June 27.

Thank you for your support!

[Signature line]

Template #5 – Going after a specific grant or prize

(send out in early June, then weave this messaging into all your communications)

Subject Line: Help us win extra funds on the Giving Day!

Body: Dear [First Name] or Dear friends,

The Giving Day is coming soon, save the date for noon to noon, Wednesday, June 26 to Thursday, June 27! We are looking forward to seeing what we can do with your support.

This year, we are going after the Happy Hour Power Hour prize on Wednesday, June 26 from [5 – 6 p.m.]* If [Your Organization Name] has the highest number of unique (unduplicated) donors during that hour, we will win an extra \$500!

This year, we hope to [raise X amount of money, engage X amount of donors, etc.] for [explain what you are fundraising for and what your goal represents in 2 – 4 sentences.]

So, if you are planning to donate to us during the giving day, *please mark your calendars and wait until that time to donate*. We will send reminder emails closer to that time, then when [5 p.m. on the 26th] hits, let's see what we can do!

[Signature line]

P.S. Here's the [Link to Your Organization's Page]. Just be sure to wait to give until [5 p.m. on the 26th]!

**For this note, we're using this specific Power Hour example, but this template can be modified for any grant or prize.*



Template #6 – Giving Day is here (from noon to noon, June 26 – 27)

