4 Day-Of GivingTuesday Email Templates

GivingTuesday: You only have 24 hours to build momentum and drive donations on this crucial day of giving!

Consistent communication with your supporters is critical to making that happen. Email marketing is the fastest, easiest, and most cost-effective way to reach your supporters.

Your GivingTuesday emails should leverage clear calls-to-action (CTAs) and succinct messaging to drive your supporters to:

- Donate towards your goal, or...
- Advocate on your behalf, sharing and spreading awareness for your campaign.

We've crafted four day-of email templates you can use as a guideline. Follow the copy template and refer to the examples to ensure your message and calls-to-action are concise, direct, and clear. And don't forget all the email best practices, including:

- Use compelling and action-oriented language.
- Make your message relevant through segmenting and personalizing whenever possible.
- Keep your message brief.
- Use the second-person voice to address your reader directly.
- Making your fundraising ask prominent in every email.
- Ensuring your donors know how important it is that they share the campaign.

Email #1 - Today is GivingTuesday/Campaign Launch

In this email, tell your supporters what your campaign is, what your need is, and exactly how their donation will help.

Timing: Morning on the day of, i.e. 8AM

CONTENT LAYOUT	MESSAGE EXAMPLE

| [**Subject Line:** Announce that it's GivingTuesday, and what you need to accomplish.]

[**Preview Text:** Build tension by giving an amount and a timeline so they know the stakes.]

[**Greeting -- personalized, if possible**],

[Tell your supporters that today is #GivingTuesday, what you're fundraising for, and what your goal is.]

[Describe your campaign: what it's about, and what it means if you reach (or don't reach) your goal.]

[Give your donors an idea of what the direct impact of their donation will be.]

[**Add your call-to-action/CTA button linking to your donation form.**]

[Tell your supporters to help spread the word about your campaign, and to follow you on your social media channels for more updates.]

[**Sign off**] | **Subject Line:** Help Save 125 Kittens This GivingTuesday.

Preview Text: We need your support! Help us raise $2,000 in the next 24 hours.

Hi Dominique,

This GivingTuesday, you can change the lives of 125 abandoned and malnourished kittens. With your help, we need to raise **$2,000 before midnight [Link to donation page]!**

Every donation towards our "Care for Kittens" campaign gives a kitten a chance to be healthy. Without you, we won't be able to give them the care they need to make it through the winter months. Our furry friends deserve better.

For **$15**, you'll provide three malnourished kittens enough food for a week. Or, for **$30**, you'll give two sick kittens a month of vet visits and medicine.

Will you help our tiny friends by making your #GivingTuesday gift today?

GIVE $30 **[Link to donation page]**

GIVE $15 **[Link to donation page]**

Not able to donate? Help us spread the word to your friends and family! Follow us on Twitter [insert handle] for campaign content, cute photos, and progress on our goal. And spread the word to your friends, family, and fellow cat lovers!

We can only save these kittens with your help.

As always, thank you for supporting 9 Lives Cat Shelter and being part of our community. |

Email #2 - Mid-Day Campaign Update & Second Ask

In this email, give your donors a reason to come back to the campaign if they didn't engage immediately. Our template leverages a matching initiative for an example of an urgent email to drive donations.

Timing: Mid-afternoon on the day of, i.e. 12PM
Tip: If you're able, suppress anyone who has already donated from this send list for an improved donor experience.

CONTENT LAYOUT	MESSAGE EXAMPLE

[**Subject Line:** Hook your donors with a time or impact statement.]

[**Preview Text:** Give your donor a reason to donate now.]

[**Greeting**],

[Announce the next phase of your campaign -- in this case, a matching initiative.]

[Tell your supporters exactly what this development means for their donation. Here, that's twice the impact.]

[Donation CTA]

[Remind your donors of the stakes of your campaign.]

[Ask your supporters to join with you and share your campaign.]

[**Sign off**]

Subject Line: 12 hours left to DOUBLE your impact!

Preview Text: Every donation will be matched as we save 125 kittens.

Hi Iris,

Our friends at Pet Village are matching every donation made towards our goal, dollar for dollar.

That means **your next GivingTuesday contribution [Link to donation page]** will have double the impact.

- Your **$15 gift** will provide food for six kittens instead of three.
- Your **$30 gift** will provide a month of treatment for four kittens instead of two.

DONATE NOW **[Link to donation page]**

With your help we can feed and care for the 125 abandoned and malnourished kittens we've taken in over the last month.

Help us do more good! Share this with the cat lovers in your life, and follow us on Twitter for GivingTuesday updates.

Let's do this together.

Warmly,
Alisha

Alisha Lopez-Browne
Executive Director, 9 Lives Cat Shelter

Email #3 - End-of-Day Last Call

In this email, make sure your donors know exactly what the stakes are. How much time is left? How much do you need to raise? What will happen if you don't hit your goal?

Timing: Later on the day of, i.e. 5PM
Tip: If you're able, suppress anyone who has already donated from this send list for an improved donor experience.

CONTENT LAYOUT	MESSAGE EXAMPLE

[**Subject Line:** Lean on urgency and the fact that time is running out to reach the campaign goal.]

[**Preview Text:** State the impact they can make by donating right now.]

[**Greeting**],

[Tell your supporters that their help is critical and what the impact is if you don't reach your goal]

[Provide a campaign update, milestones, and reinforce why you need to hit your goal -- what impact will it have? Make it clear that you need them to manage it.]

[Clear call to action]

[Let them know how they can also help by sharing the campaign]

[**Sign off**]

Subject Line: Iris, there's still time to help…

Preview Text: Don't miss your chance to change a kitten's life this #GivingTuesday.

Hi Iris,

Without **your help [Link to donation page]**, 125 kittens might not make it through the winter. Help us provide food and medical care to abandoned, ill, and malnourished kittens.

The "Care for Kittens" campaign is 90% funded, but that still leaves 12 kittens without the food and medicine they need.

Help to ensure care for **every kitten**—and with PetVillage matching all gifts today, your donation can go even farther!

Give today to provide the healthier, better life these kittens deserve.

DONATE NOW [Link to donation page]

Want to do more? Make the most of these last four hours, and share our campaign with the cat lovers in your life.

We're so close. We just need you.

Warmly,
Alisha

Alisha Lopez-Browne
Executive Director, 9 Lives Cat Shelter

Optional: Personal Thank You Email with Ask to Share

Are you able to send personalized emails to your donors? Send this email to those who have already donated on GivingTuesday to thank them for their contribution and ask them to spread the word. An email like this can improve your donors' experience and extend the reach of your campaign.

Timing: Mid-afternoon on the day of, i.e. 2PM

CONTENT LAYOUT	MESSAGE EXAMPLE

[**Subject Line:** Remind them of the impact that they had and ask them to share.]

[**Preview Text:** Include a call to action to share the campaign.]

[**Greeting**],

[Say thank you, and let them know the impact they've made so far.]

[Invite them to share the campaign to help spread the word]

[Leverage social sharing links to ensure donors can easily share to their favourite platform. Here's a handy article on how to create social sharing links, from Hubspot: https://blog.hubspot.com/marketing/social-sharing-links-quick-tip-ht]

[Invite them to participate in the campaign on social media, provided that you're running social media campaigns!]

[**Sign off**]

Subject Line: Today You Saved a Kitten. Now Let's Spread the Word.

Preview Text: Spread the word and help us reach our goal!

Tamar,

Thank you for donating today. Because of gifts like yours, we're swiftly gaining on our GivingTuesday goal of providing food and medicine to 125 kittens.

Now you can help us do more: sharing the campaign with your community will make all the difference.

SHARE ON TWITTER **[Social sharing link]**

SHARE ON INSTAGRAM **[Social sharing link]**

SHARE ON FACEBOOK **[Social sharing link]**

If you have a cuddly companion, you can also post a photo on social media with the hashtag #GivingTuesday and tag us [include handle here]! We'll share your contribution to the cause.

Thank you, thank you, thank you.

Warmly,
Alisha

Alisha Lopez-Browne
Executive Director, 9 Lives Cat Shelter