Retain. Re-engage. Reignite. Donor Messaging Toolkit

Turn Momentum into Mission Impact

givelively.org

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Welcome! 👋

How to use this guide

End-of-year giving is more than a deadline.

It is the moment donors are most reflective, most values-driven and most ready to take meaningful action.

Welcome to your "Retain. Re-engage. Reignite. Year-End Messaging Toolkit" — your step-by-step guide for turning GivingTuesday momentum into deeper donor connection and strong year-end results.

This guide is designed to help you translate the excitement of GivingTuesday into lasting generosity through simple, thoughtful messages that meet donors where they are in December.

Inside, you'll find practical templates, real examples and easy-to-follow strategies that help you:

✅ Keep active donors engaged and feeling valued
✅ Reconnect with donors who gave last year but not yet this year
✅ Gently warm up SYBUNT and lapsed supporters
✅ Reignite year-end giving with confident, mission-centered messaging
✅ Use email, social and personal touchpoints to finish the year strong

Whether you're a one-person shop or part of a larger team, this plan helps you stay organized, inspired and ready to communicate with clarity, warmth and purpose.

Why end-of-year giving still matters...

30%
of all annual giving happens in December

10-12%
of annual giving happens in the last three days of the year

25%
increase in average donation amount in the month of December

Step 1: Retain

Keep the spark alive through stewardship: email templates

Supporters give again when they feel great about their last gift and see themselves as part of your ongoing mission. **Stewardship is how you reinforce that sense of connection.**

This section supplies ready-to-use messaging that helps donors feel appreciated, informed and invited into what comes next.

Thank-you email templates

When to use: Immediately after GivingTuesday or any key moment this season
Purpose: Reinforce impact and spark continued connection

✉️ **Email template 1:** Keep it warm and personal
Subject: Thank you for making a difference on GivingTuesday

Hi [Name],

I wanted to send a heartfelt thank you for being part of GivingTuesday. Your support meant so much to our team and to the people we serve. You helped create real impact and reminded our community what generosity looks like in action.
We are grateful to have you with us. Thank you for believing in our mission and helping us move it forward.

Warmly,
[Your Name] / [Your Organization Name] Team

✉️ **Email template 2**: Lead with impact
Subject: Here is what your GivingTuesday gift made possible

Hi [Name],

Because of your support, [insert specific result or impact]. Families, students, neighbors and community members are already feeling the difference.

Thank you for being part of this work. Your generosity helps create real change and brings hope, opportunity and connection to the people we serve.

With gratitude,
[Your Name] / [Your Organization Name] Team

✉️ **Email template 3**: Lean in to simple and short
Subject: Thank you for giving

Hi [Name],
Thank you for supporting [Organization] on GivingTuesday. Your generosity helps move this mission forward and strengthens our community. We appreciate you.

[Your Name] / [Your Organization Name] Team

Step 1: Retain

Keep the spark alive through stewardship: email templates

The why-it-matters email

When to use: One of your early December stewardship touches
Purpose: Move donors from emotion to understanding to connection

This email bridges excitement from GivingTuesday to deeper belief in your mission. The focus is balance: feeling, understanding and connection.

Five key ingredients

1. Emotional hook or transformation: Spark feeling or curiosity.
2. Impact: Illustrate what the support made possible.
3. Donor education: Explain the deeper "why" behind your work.
4. Connection: Tie the work benefits to the whole community.
5. Gratitude: Show the shared vision

✉️ **Mix-and-match email template**
Subject line options:

- Why your GivingTuesday support mattered
- What you made possible
- The deeper impact of your generosity

Hi [Name],

1. **Emotional hook or transformation**
When [who you serve] experiences [transformation], everything changes.

2. **Impact**
Because of your support, [specific result or accomplishment].

3. **Donor education**
It's not just about [program or activity]; it's about [value, dignity, possibility, safety, opportunity].

4. **Connection**
When [group served] thrives, our whole community grows stronger. The effects reach all of us through better schools, safer neighborhoods and a culture of care.

5. **Gratitude**
Thank you for believing in [core value]. Together, we are building a future where [aspiration].

With appreciation,
[Name]

Step 1: Retain

Keep the spark alive through stewardship: email templates

Impact mini-updates

When to use: You want a quick, clear progress update without a full email
Purpose: Show donors that their GivingTuesday gift is already doing good work

One-sentence updates (choose one)

- Thanks to your support, 40 families have already received [service or resource].
- Your generosity helped launch [program or milestone] this month.
- We are excited to share that your GivingTuesday gift supported [specific outcome].
- With your help, our team reached [milestone] in the first week of December.
- You made it possible for [number] people to access [support].

✉️ **Short email version**
Hi [Name],
A quick update to share how your GivingTuesday support is already making an impact. Because of you, [impact detail].
More updates are on the way. Thank you for being part of this work.
[Name]

Values & vision email

When to use: After stewardship touches, but before your year-end ask
Purpose: Help donors understand what they are part of

✉️ **Email template**

Subject: What you are helping build

Hi [Name],

As we move through the final weeks of the year, our team is reflecting on everything your support made possible. Your generosity has strengthened our programs, expanded our reach, and helped us serve more people with dignity and care.

As we look ahead, we see a future where [aspiration]. Your partnership brings us closer to that vision. We are grateful to have you with us.

With appreciation,
[Name]

Step 1: Retain

Keep the spark alive through stewardship: non-email touches

Non-email stewardship touches

When to use:

- You want to deepen donor connection without asking for a gift
- You need a low-lift, personal follow-up after GivingTuesday
- You want to reach donors who prefer communication outside of email
- You are warming LYBUNT, SYBUNT or new donors before a year-end invitation
- You want to diversify touchpoints to build trust and increase engagement

Purpose:
To reinforce gratitude and create meaningful moments of human connection. These touchpoints help donors feel seen, valued and included in your mission. When supporters feel personally appreciated, they are more likely to stay connected and ready to give at the end of the year.

These non-email touchpoints reinforce connection and work alongside your email sequence:

Handwritten note opening line

- Thank you for supporting our work. Your generosity means so much and makes a real difference.
- We are grateful for you and the impact you helped make possible.
- Your support brings hope and opportunity to our community. Thank you.

Phone call script
Hi [Name], this is [Name] from [Organization]. I just wanted to thank you for supporting us on GivingTuesday. I would love to know how you first got connected to our mission, if you have a moment. We are grateful to have you with us.

Board member outreach template
Hi [Name],
I serve on the board of [Organization] and I wanted to personally thank you for your support. It means so much to our team and to the people we serve. Please let us know if you have questions or want updates on our work.

Social media captions

- Your generosity on GivingTuesday made [short impact detail] possible. Thank you for being part of our community.
- Because of you, [short impact detail]. We are grateful for your support.
- Here is what your GivingTuesday support is already doing in our community.

Mini video updates (15–30 seconds) - *can be used on social media, email, website*
Simple, authentic and effective.

- Staff member sharing a quick impact update
- Program lead saying thank you
- Short "what we are working on this week" clip

Script option:
"Hi everyone, I am [Name] from [Organization]. Thank you for your support. Because of you, we were able to [impact]. We appreciate you."

Step 2: Re-engage

Rekindle connections, don't start over: survey template

Donors may lapse, but often it's *not* because they stop caring. Life just gets too busy. Re-engagement is about warmth, clarity and simple touchpoints that help supporters reconnect.

This section covers LYBUNT, SYBUNT and lapsed donor templates.

Re-engagement survey template

When to use: Early in December to warm up lapsed or inactive donors
Purpose: Understand their needs and reopen the relationship

Copy for Google form or other survey tool

Q1: What part of our work is the most meaningful to you?
- [Program A]
- [Program B]
- [Program C]
- Other

Q2: What would help you feel more connected or informed?
- More impact updates
- Stories from people we serve
- Behind-the-scenes updates
- Clearer progress or outcomes
- Shorter emails
- Fewer emails
- Other

Q3: Was there anything that made giving harder this past year?
- My finances changed
- I forgot or got busy
- I was unsure of the impact
- I gave to a different charitable organization
- Other

Q4: Would you like to keep receiving updates from us?
Yes / No

Q5: How do you prefer we stay in touch?
Email / Text / Social / No preference

Step 2: Re-engage

Rekindle connections, don't start over: email templates

Focus your re-engagement efforts on three core donor segments: **LYBUNT** (gave **L**ast **Y**ear **B**ut **U**nfortunately **N**ot **T**his year), **SYBUNT** (gave **S**ome **Y**ear (within the last two years) **B**ut **U**nfortunately **N**ot **T**his year) and **lapsed donors** (last gave 3-5+ years ago).

Keep them on your email lists, but don't spend year-end budget here.

LYBUNT messaging templates

When to use: Donors who gave last year but not this year
Tone: Warm, familiar, inviting

✉️ **Email template 1**: "You made this possible last year"
Subject: We wanted to share an update with you

Hi [Name],
Last year, your support helped make [impact] possible. We are grateful for the difference you made.
Since then, we have [progress update]. We would love to welcome you back to our work if you feel ready. Your support still matters and continues to strengthen our community.
With appreciation,
[Name]

✉️ **Email template 2**: "We miss you" (soft)
Subject: A quick update from our team

Hi [Name],
It has been a little while since we connected, and we wanted to reach out and share what has been happening at [Organization]. This year, we [impact update].
Your support helped build the foundation for this progress. If you would like to reconnect, we would be grateful to have you with us again.
Thank you for being part of our story.
[Name]

✉️ **Email template 3**: Micro-event invite ("reunion style")
Subject: A little invitation for you

Hi [Name],
We are hosting a short and casual gathering for supporters who helped us in the past. It is a warm, no-pressure space to reconnect and share what your past support helped make possible.
We would love for you to join us.
[Event details]

Step 2: Re-engage

Rekindle connections, don't start over: email templates

SYBUNT messaging template

When to use: Donors who gave within the last two years
Tone: Gentle, understanding, lightly inviting

✉️ **Email template**
Subject: It has been a bit since we connected

Hi [Name],
You supported this mission in [year] and we wanted to reach out and share what has happened since then. This year, your past support helped us reach [impact].

We would love to keep you connected and are grateful for everything you helped make possible.

Warmly,
[Name]

Lapsed donor messaging template

When to use: Donors who last gave there to five+ years ago
Tone: Soft, optional, no pressure

✉️ **Email template**
Subject: Here is what we have been working on

Hi [Name],
It has been a while since we connected and we truly hope you are well. Our team wanted to share a quick update about what is happening at [Organization]. This year, we [impact detail].

If you would ever like to reconnect, we would love to have you with us again.

Warmly,
[Name]

Step 3: Reignite

Turn year-end reflection into meaningful action

This is where your year-end outreaches become clear invitations to act before December 31. These templates use the reignite messaging formula:

Remind → reconnect → reinvite

Reignite formula templates

✉️ **Full email template**

Subject: Help us finish the year strong

Hi [Name],

Remind:
This year, supporters like you helped us [impact]. Families and community members felt the difference in real and meaningful ways.

Reconnect:
Education, safety, dignity and opportunity shape the future of our community. Your support moves us closer to a world where everyone can thrive.

Reinvite:
Before December 31 [can also be January 15], help us continue this momentum and bring this work to more people. Every gift strengthens this mission and helps us finish the year strong.

With gratitude,
[Name]

Year-end CTA library

Use these to freshen your donation prompts:

- Help us finish the year strong
- Join us to support one more family before December 31
- Bring this work to more people today
- Be part of the community that believes in [value]
- Give today to support what happens next
- Join supporters who believe change is possible
- Support our mission as we head into the new year

Social posts for year end

Ideas for captions and messaging:

- Together, we opened the door to [impact]. Help us bring this to more people before December 31.
- Your support moves our mission forward. Give today to help us finish the year strong.
- Every act of generosity creates change. Join us as we close out the year with hope and momentum.
- Your generosity made a real difference this year. Help us continue this momentum and bring even more impact to our community before December 31.

Plug-&-Play Templates

A quick-access library of ready-to-use messaging for your mission

A quick-access library of ready-to-use language for emails, social posts, CTAs, surveys and relationship-building messages.

Use these as is or personalize them with your organization's voice and impact.

Email subject lines

Thank you + stewardship

- Thank you for making a difference
- Your generosity is already making an impact
- A quick note of gratitude
- Here is what your support made possible
- You moved our mission forward

Why it matters

- Why your support matters
- The deeper impact of your generosity
- What you helped make possible
- The story behind your impact
- A moment to reflect on your generosity

Re-engagement

- We would love to reconnect
- A quick update from our team
- You helped make this possible last year
- Here is what has been happening
- We miss you

Reignite year-end generosity

- Help us finish the year strong
- Your impact continues
- Before December 31
- Join us in creating year-end impact
- You can help bring this to more people

One-sentence impact updates

- Because of you, [number] people received [specific support].
- Your generosity helped us reach an important milestone: [impact].
- With your help, our team provided [service] to [group].
- Your support made it possible for us to expand [program or service].
- Thanks to you, our community is stronger and more connected.
- Your GivingTuesday gift helped launch [initiative].
- Because of you, families have access to [resource].
- Your support brought hope and opportunity to [group].
- You helped us open the door to [outcome].
- Your generosity continues to make a lasting difference.

Why-it-matters openers

- When [person or group] experiences [transformation], everything changes.
- Because of people like you, our community is growing stronger every day.
- When dignity, safety and opportunity come together, lives change.
- Every act of generosity moves us closer to a world where everyone can thrive.
- When we support [group], we strengthen the entire community.
- A simple moment of hope can transform a family's future.
- When we teach [skill or value], we open the door to new possibility.
- Your generosity goes far beyond one moment. It creates real change.
- Every step forward happens because people like you believe in this mission.
- When we uplift one person, we uplift us all.

Plug-&-Play Templates

A quick-access library of ready-to-use messaging for your mission

Gratitude closers

- Thank you for believing in this mission.
- We are grateful to have you with us.
- Your generosity brings hope, dignity and opportunity.
- Thank you for making this work possible.
- We appreciate your commitment to our community.
- Your support strengthens the people we serve.
- Thank you for helping us build a better future.
- We could not do this without you.
- Thank you for standing with us.
- Your partnership means everything to our team.

CTA variations

Warm + mission-centered

- Help us finish the year strong
- Join us in creating impact
- Support what happens next
- Bring this work to more people
- Be part of our community of hope

Light urgency (without guilt)

- Before December 31, help us reach more people
- Give today to support what comes next
- Make a year-end impact today
- Help us close the year with strength and momentum
- Join us in bringing this work into the new year

Social captions (for general stewardship & year end

General gratitude

- Your generosity makes real impact. Thank you for being part of our community.
- We are grateful for supporters like you who believe in dignity and opportunity.
- Because of you, [impact]. We appreciate your support.
- Thank you for helping us bring hope and connection to our community.
- You helped make this possible. We are grateful for you.

Specific year-end thanks

- Together we opened the door to [impact]. Help us bring this to more people before December 31.
- Your support moves our mission forward. Give today to help us finish the year strong.
- Every act of generosity creates change. Join us as we close out the year with hope and momentum.
- Your generosity made a real difference this year. Help us continue this momentum and bring even more impact to our community before December 31.

Plug-&-Play Templates

A quick-access library of ready-to-use messaging for your mission

'We miss you' lines (LYBUNT/SYBUNT)

- It has been a little while since we connected and we wanted to share an update with you.
- You supported this mission in the past and your impact is still felt today.
- We would love to reconnect and share what has been happening this year.
- Your past support helped build the foundation for this work. We appreciate you.
- If you would like to reconnect, we would be grateful to have you with us again.

Gentle year-end nudges

- If you are thinking about making a year-end gift, we would be honored to have your support.
- As we close out the year, your generosity helps bring hope to more people.
- If you are able, your gift today would help us reach more families before December 31.
- Your support helps us continue this momentum and move our mission forward.
- If now feels like the right time to give, we would be grateful for your partnership.

Impact reminders

(perfect for short emails, social posts or opening lines)

- Because of supporters like you, we reached an important milestone this year.
- Your generosity helped create real change for [group or community].
- You made it possible for us to expand [program or service].
- Here is one quick example of the impact you helped make possible: [impact].
- Your support strengthened our community in meaningful ways. We are grateful.

Values-forward reconnection lines

(soft, mission-centered messages for LYBUNT, SYBUNT or warm-up emails)

- We believe that dignity, hope and opportunity should be within reach for everyone. Thank you for helping us work toward that vision.
- When people like you support this mission, it creates lasting impact for families and communities.
- Our work is grounded in the belief that everyone deserves a chance to thrive. Your support makes that possible.
- You help brings compassion, care and possibility to the people we serve.
- Thank you for believing in a future where everyone has the support they need to thrive.

Final Thoughts

🔁 Year-end continuity
📅 December 10-31

🏃‍♀️ Keep the momentum going into new year success!

After the GivingTuesday rush, the real season of generosity begins. Now's your chance to re-engage donors with impact updates and clear, time-bound year-end asks.

🗓️ Recommended EOY communication cadence

Date	Theme	Purpose
Dec 10–12	GivingTuesday results + gratitude	Share impact story and total raised
Dec 17–20	Mission reminder / nurture email	Story-driven email, no ask — just thanks
Dec 27–28	"3 Days Left" countdown	Emphasize tax-deductible deadline + impact
Dec 29–31	Final EOY push	"Help us finish the year strong. Give before midnight!"

🧠 EOY messaging tips

- **Frame it as continuity**: "This isn't a new campaign, it's the next chapter of our GivingTuesday story."
- **Use deadline language**: "Your tax-deductible gift must be made by December 31."
- **Spotlight impact + future vision**: "Your gift today keeps the bookmobile rolling through the new year."

✉️ End-of-year email template

Subject: Three days left to keep the Bookmobile running!

Body: We're $5,000 away from fully funding our next year's Bookmobile program. Your year-end gift today ensures children like Mateo keep discovering the joy of reading. The clock's ticking — make your tax-deductible donation before midnight on December 31.

CTA: [Give Before Midnight →]

Your Next Step 👟

What's next with Give Lively?

You've got the game plan, now let's bring it to life 💙

Whether you're ready to take your end-of-year strategy further or just beginning your fundraising journey, Give Lively has free tools and support to help you make every campaign count.

🚀 **If you're new to Give Lively**
Apply today to start your fundraising account and begin raising money with Give Lively's powerful technology that's free for nonprofits.

You'll get free access to
✅ Fundraising pages, peer-to-peer and event tools
✅ Donation widgets and Text-to-Donate
✅ Hands-on onboarding and member support

Apply Now

Get a Demo

💪 **If you're already a Give Lively member**
Join Give Lively Grow, our no-cost capacity-building program led by Amy Truong.

Get tailored, one-on-one support and practical resources designed to help your nonprofit grow sustainably.

You'll gain
✨ Personalized strategy sessions
✨ Actionable tools, templates and feedback
✨ A supportive community of nonprofit peers

Learn More

Together, we're making generosity simple, powerful and accessible to all.

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