



Giving Tuesday 2023 Fundraising Campaign Drive

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Giving Tuesday 2023:

Appeal Templates

Cultivation Email 1

Send Date:

3-4 Weeks Before Giving Tuesday
(Sent November 1)

Objective:

To celebrate past achievements and acknowledge the impact of donor support on the organization's mission.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

I hope this message finds you well. I wanted to take a moment to share a remarkable story with you, one that showcases the profound impact your support has had on the lives of the youth we serve.

Just over a week ago, during our weekly team meeting, the room was filled with palpable excitement. The reason? A remarkable achievement that truly took us by surprise.

“(Insert a quote from a staff member about something really exciting that just happened.)” they exclaimed.

This achievement serves as a testament to the incredible work that happens when individuals like you stand with us. Over the past year, your generosity has enabled us to:

- **Insert impact stat #1**
- **Insert impact stat #2**
- **Insert impact stat #3**

Your dedication has propelled us to achieve more than we ever thought possible, and for that, we are profoundly grateful.

Thank you for being a vital part of our mission. Your unwavering support is truly make a difference.

Warm regards,

(Insert your name)

(Insert your title)

Cultivation Email 2

Send Date:

2 Weeks Before Giving Tuesday
(Sent November 14th)

Objective:

To express gratitude and extend warm holiday wishes in anticipation of Thanksgiving.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

As the holiday season approaches, I find myself reflecting on the warmth and generosity that define our **(name of organization)** community. Your steadfast support has been the cornerstone of the incredible work we do, and for that, we are truly grateful.

In the spirit of the upcoming Thanksgiving holiday, I wanted to take a moment to extend my heartfelt thanks. **Your contributions have made a tangible difference in the lives of the youth we serve, and for that, we are endlessly appreciative.**

May this Thanksgiving be a time of joy, togetherness, and cherished moments for you and your loved ones. Once again, thank you for being an invaluable part of our mission.

Wishing you a holiday season filled with warmth and happiness.

Warm regards,

(Insert your name)

(Insert your title)

Appeal Email 1

Send Date:

1 Day Before Giving Tuesday
(Sent November 27th)

Objective:

To kick-start the campaign to avoid email clutter on Giving Tuesday itself.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

Have you heard me tell the story about **(Name)? (X months/years ago)**, I met **(Name)** at **(Where/How you met)**.

(Name), at that time, was **(Descriptive words)**. Because of people like you supporting the **(name of organization)** team - in just **(How long)** - **(Name)** was thriving.

He/she went from being **(Description of how they started)** to **(How they are doing now)**.

That means because of you and this fantastic community - **(Name)** will go on to **(What they hope to achieve next)**.

But there are **(X more) (Who you serve)** like **(Name)** who want to go from feeling defeated to loved, and today I'm asking for your help.

To support **(state the program or mission)**, we've set an ambitious goal of raising \$20,000 this Giving Tuesday. Here's the exciting news: **A group of incredibly generous donors has stepped forward to MATCH ALL GIFTS up to \$10,000, doubling the impact of every contribution!**

{{First Name}}, when you help **(name of organization)** reach our **\$XXX** goal, you'll be helping to:

- **Insert specific thing a donation will go towards xx**
- **Insert specific thing a donation will go towards yy**
- **Insert specific thing a donation will go towards zz**

Will you consider a generous donation to help the **(Who you serve)** today? Right now, we are **(X% away)** from achieving our goal to reach at least **(X specific who you serve)** - and your help would mean the world to us.

(insert donate button)

Counting on you,

(Insert your name)

(Insert your title)

At the time of writing this, **(Name)** is **(Something good and specific that is happening to them)**, but not all **(Who you serve)** share the same fate. You could change that by making a gift today!

Appeal Email 2

Send Date:

Giving Tuesday Morning Launch
(Sent morning of November 28)

Objective:

To kick-start the Giving Tuesday campaign with an emphasis on the matching opportunity.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

Today is Giving Tuesday, a pivotal day for **(name of organization)**, and I wanted to ensure you didn't miss this incredible match opportunity:

Our Board of Directors is generously matching every dollar you give up to **(\$XXX - Matching Amount)**, and we're counting on you to double your gift to help us reach our goal of **(\$XXX - Overall Goal)** for **(cause/program)** before midnight. **Will you join us in this impactful endeavor?**

Let me share an inspiring story with you. **(Insert story here. This could be about a beneficiary, volunteer, or supporter whose life was positively impacted by the organization's work).**

Because of supporters like you, we can **(state the impact achieved or the goal you're working towards)**. Your generosity is what makes this possible.

We urge you not to let this opportunity slip by. Please contribute now to double your support and help us **(achieve specific goal or impact)**. Every contribution counts.

(insert donate button)

We are profoundly grateful for your dedication to our cause. Together, we are making a real difference.

With gratitude,

(Insert your name)

(Insert your title)

Appeal Email 3 (Optional Mid-Day Reminder)

Send Date:

Giving Tuesday Reminder
(Sent afternoon of November 28)

Objective:

To provide a mid-day reminder of the matching opportunity and encourage action.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

With just a few hours remaining to double your Giving Tuesday gift, we find ourselves still shy of our **(\$XXX - Overall Goal)** goal. The funds raised today will play a critical role in determining the resources available to support our **(insert specifics)** initiatives. We are urgently counting on your matched gift to get us over the finish line.

I am a dedicated member of our **(name of organization)** team, and I want to share a story that resonates across our programs. In communities nationwide, our initiatives are making a profound difference.

For example, consider our efforts to provide **(specific type of support or service, e.g., after-school programs, meal assistance, mentorship)**. Through these programs, we are helping **(describe the impact, e.g., students excel in their studies, families access nutritious meals, young adults find paths to success)**.

Will you take this opportunity to give now and double your support for **(specific cause or program)** this Giving Tuesday? Every dollar you contribute will have twice the impact, ensuring those we serve have the resources they need to thrive.

- **Give (\$XXX) to provide (type of support, e.g., educational materials, meals) for a (number of) individuals/families**
- **Give (\$XXX) to offer (specific service, e.g., mentoring, counseling) for (a number of) individuals**
- **Give (\$XXX) to cover (specific resources, e.g., hours of tutoring, weeks of meals) for those in need**

We're currently falling short, but I have full confidence that, with your help, we can bridge this gap, meet our goal, and continue to positively impact communities across the country. Please, give every dollar you can right now, while your support goes twice as far.

(insert donate button)

Thank you so much for being a vital part of our community and for all you do to help those we serve realize their full potential.

With gratitude,

(Insert your name)
(Insert your title)

P.S. If this message and your gift crossed paths, thank you! We sincerely appreciate your generosity.

Appeal Email 4

Send Date:

Giving Tuesday Final Reminder
(Sent evening of November 28)

Objective:

To give a final push for the Giving Tuesday campaign and highlight the urgency of the matching opportunity.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

As someone who shares the same passion for **(your mission)** as all of us at **(name of organization)**, I'm reaching out one last time to offer you an opportunity to double your support before our Giving Tuesday match expires at midnight. Don't miss this chance to rush a gift and watch it multiply in impact.

Here are some suggested giving levels, each of which will be matched to make an even greater difference:

- **Give (\$XXX) to amplify your impact to (\$XXX)**
- **Give (\$XXX) to magnify your contribution to (\$XXX)**
- **Give (\$XXX) to increase your support to (\$XXX)**

The finish line for our ambitious **(\$XXX - Overall Goal)** Giving Tuesday goal is in sight, and your matched gift can be the final push we need to cross it. Act now, and make a Giving Tuesday donation to have every dollar DOUBLED, up to **(\$XXX - Donation Match)**, empowering **(community this is impacting)** to turn their dreams into reality.

(insert donate button)

Your unwavering support for **(community this is impacting)**, not only on important days like today but consistently, is truly remarkable.

Thank you,

(Insert your name)

(Insert your title)

P.S. If your gift crossed paths with this email, we thank you!

Appeal Email 5: FWD Alternative

Send Date:

Giving Tuesday Final Reminder
(Sent evening of November 28)

Objective:

To give a final push for the Giving Tuesday campaign and highlight the urgency of the matching opportunity.

(insert one, single image photo)

Dear/Hi/Hey/Greetings {{First Name}},

As someone who shares the same passion for **(your mission)** as all of us at **(name of organization)**, I'm reaching out one last time to offer you an opportunity to double your support before our Giving Tuesday match expires at midnight. Don't miss this chance to rush a gift and watch it multiply in impact.

Here are some suggested giving levels, each of which will be matched to make an even greater difference:

- **Insert impact stat #1**
- **Insert impact stat #2**
- **Insert impact stat #3**

The finish line for our ambitious **(\$XXX - Overall Goal)** Giving Tuesday goal is in sight, and your matched gift can be the final push we need to cross it. Act now, and make a Giving Tuesday donation to have every dollar DOUBLED, up to **(\$XXX - Donation Match)**, empowering **(community this is impacting)** to turn their dreams into reality.

(insert donate button)

Your unwavering support for **(community this is impacting)**, not only on important days like today but consistently, is truly remarkable.

Thank you,

(Insert your name)

(Insert your title)

P.S. If your gift crossed paths with this email, we thank you!

(Attach the email forward of your choosing below).

After the Campaign:

Thank You Email Template

After the Campaign: Thank You Email

Send Date:

Day After Giving Tuesday
(Sent November 29)

Objective:

To express gratitude to your donors for their support.

Pro Tip:

- We recommend keeping this email simple, with your logo and a header image that conveys the impact of your work.

Dear/Hi/Hey/Greetings {{First Name}},

Thank you for stepping up for **(mission/name of organization)** on Giving Tuesday. Every little bit helps, and because of your generosity, we raised \$**XXX**! **(If goal was reached or exceeded, state that).**

Our work is only possible because of our incredible community of donors, volunteers, and advocates like you. Your support makes it possible for **(name of organization)** to provide **(state your impact).**

Please take a moment to enjoy some photos of the impact you have made because of your support.

(insert slideshow/photo/video collage as a stewardship touchpoint to set up for year-end appeal)

Thank you, **{{First Name}}**, for being an important part of the **(name of organization)** community.

Because of this great community, we reached our goal of \$**XXX** to support/fund **(state what your campaign objective was)**! Thank you, Thank you, Thank you!

(Name of organization) could not exist without supporters like you. We look forward to staying in touch with you and keeping you apprised of our progress toward **(objective of campaign).**

Thank you again for your incredible support!

Gratefully yours,

(Insert your name)

(Insert your title)

PS: If you have not had a chance to support us for this campaign, we would still very much appreciate any amount of support. **(Link to your Kindest fundraising campaign page).** There's still so much more work to be done to **(state your impact/mission).**



Subject Lines + Calls-to-Action Recommendations

Subject Line + CTA Recommendations

Using [this Giving Tuesday campaign template](#), you can adjust the subject lines and CTAs to make it fit the needs of your nonprofit and your ask.

Pro Tip:

- Always [hyperlink](#) the CTA to your Kindest Fundraising Campaign Page.
- When you have a published Fundraising Page with donation tiers, you can link each tier within your email campaign to specific donation levels on your Fundraising Page. [Learn how to do this here](#).

Alternative Subject Lines

Cultivation Email Subject Lines:

- Subject line 1: Meet **(insert name)** 🙌
- Subject line 2: Let me tell you about **(insert name)**
- Subject line 3: You're not going to believe this story...
- Subject line 4: Celebrating the Season of Generosity
- Subject line 5: Inspiring Change this Season of Thanksgiving
- Subject line 6: Embrace the Spirit of Gratitude this Giving Season

Appeal Email Subject Lines:

- Subject line 1: You + **(insert org name)** = BIG impact
- Subject line 2: You're the missing piece **{{First Name}}**
- Subject line 3: Halfway there
- Subject line 4: Today is the day **{{First Name}}**
- Subject line 5: Last call to help (insert who/what you help)
- Subject line 6: You have the power to (insert what you do)
- Subject line 7: A Season of Giving: Your Chance to Make an Impact

Thank You Email Subject Lines:

- Subject line 1: Gratitude Overflowing: We've Achieved Our Goal, Thanks to You!
- Subject line 2: Your Generosity Knows No Bounds: A Heartfelt Thank You
- Subject line 3: A Season of Thanks: Reflecting on Our Collective Impact
- Subject line 4: Your Kindness Speaks Volumes **{{First Name}}**
- Subject line 5: Thanksgiving Wishes and a Heartfelt Thanks for Your Support
- Subject line 6: **{{First Name}}**, You Made a Difference: Celebrating Our Success Together

Call-to-Actions (CTAs)

CTA Alternative 1:

Can you support **(insert org name)** in adapting swiftly to the evolving needs of our community by becoming a member of our **(insert the name of your monthly giving program)**?

CTA Alternative 2:

When you join our **(insert monthly giving program)** you are providing the **(insert org name)** team with the security and confidence to make big, bold decisions that best meet the needs of **(insert who you serve)** - will you join us and make a gift today?

CTA Alternative 3:

Will you join the **(insert number)** other **(insert monthly giving name)** members today?

CTA Alternative 4:

Your support means the world to us - will you consider a generous gift today?

CTA Alternative 5:

You are **this** close to helping us reach our goal, **{{First Name}}**. Can we count on you?



Kindest Campaign Donation Tracker

Kindest Campaign Donation Tracker

About:

We’ve developed an exciting tool - Kindest Campaign Donation Tracker - that allows you to easily generate UTM links for your fundraising pages. This way, you can track the performance of your campaigns across various channels - be it emails, social media, or any other fundraising channels. And the best part is, you don’t need any marketing or digital strategy experience to generate these links!

Think of UTM parameters as virtual doors that provide insights into how visitors arrive at your donation page. Just like doors in a building help you know which entrance is being used, UTM parameters help you understand which marketing channels (AKA fundraising channels) donors are entering through to access your fundraising page and in turn, making a donation to your nonprofit.

Pro Tip:

- Track the UTM links you create for a campaign as it is likely that you will create multiple UTM links for a single fundraising page provided you utilize more than one fundraising channel at a time and/or sending out multiple communications per campaign.
- For more detailed information on how to make the most out of the Kindest Campaign Donation Tracker, please [check out our recent blog post here](#).

UTM Code Examples

To help you get started, we’ve prepared some example UTM link that align with this Giving Tuesday email series. You can find them below:

Cultivation Email 1:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=cultivation&utm_medium=email&utm_campaign=gt_cultivation_1`

Cultivation Email 2:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=cultivation&utm_medium=email&utm_campaign=gt_cultivation_2`

Appeal Email 1:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=appeal&utm_medium=email&utm_campaign=gt_appeal_1`

Appeal Email 2:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=appeal&utm_medium=email&utm_campaign=gt_appeal_2`

Appeal Email 3:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=appeal&utm_medium=email&utm_campaign=gt_appeal_3`

Appeal Email 4:

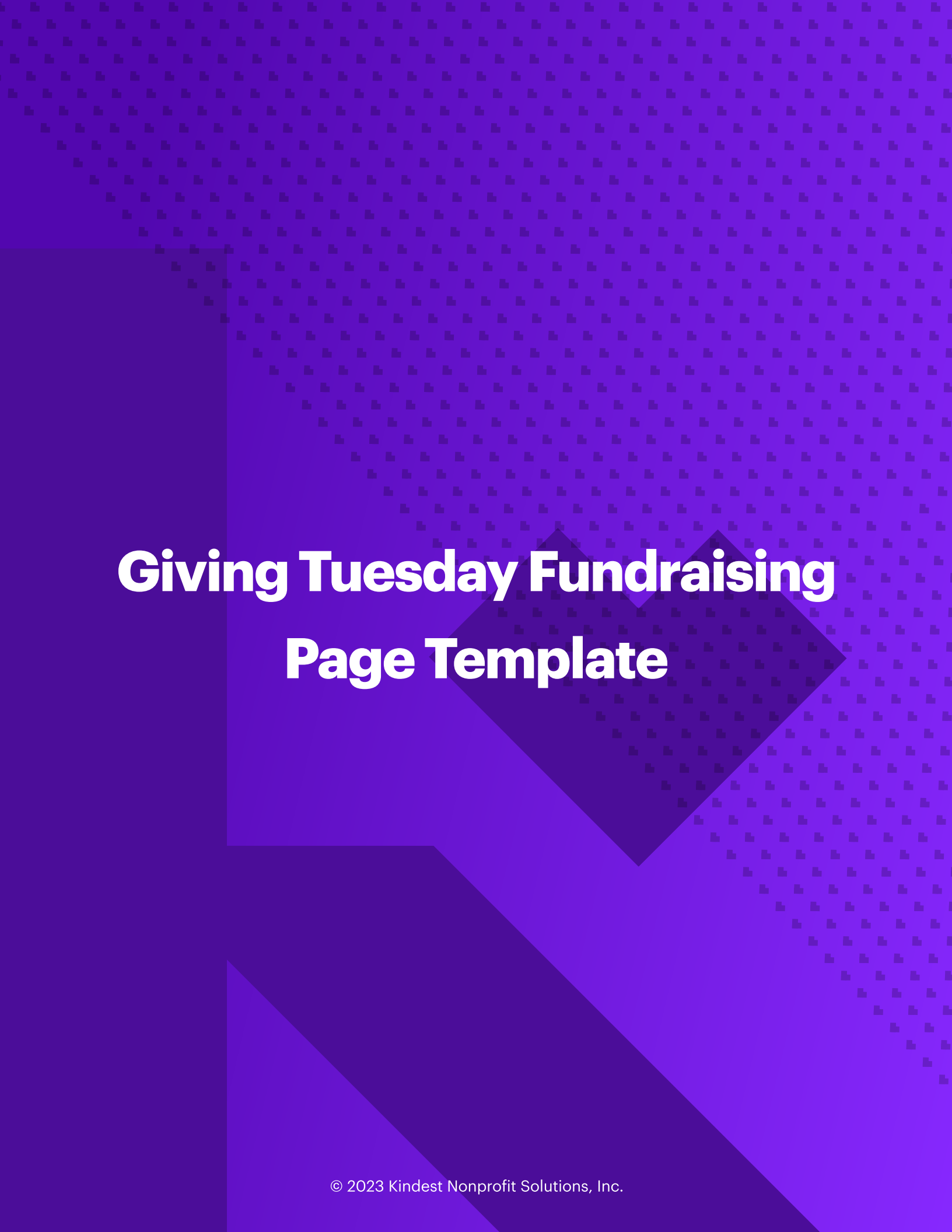
`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=appeal&utm_medium=email&utm_campaign=gt_appeal_4`

Appeal Email 5:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=appeal&utm_medium=email&utm_campaign=gt_appeal_5`

Thank You Email:

`https://kindest.com/giving-tuesday-fundraising-page-name-ignite-hopes-and-dreams-this-giving-tuesday-season?utm_source=other&utm_medium=email&utm_campaign=gt_thankyou`

The background is a solid purple color. It features several geometric shapes: a large dark purple rectangle on the left, a large dark purple diamond in the center-right, and a large dark purple triangle at the bottom. A pattern of small, light purple dots is arranged in a grid that follows the contours of these shapes, creating a textured effect.

Giving Tuesday Fundraising Page Template

Giving Tuesday Fundraising Page Template

Pro Tips:

- Use the countdown clock in the Goal section to create urgency for your campaign. This countdown clock is in real time. **Be sure to hide it when your campaign is over.**

Heading:

Ignite Hopes and Dreams this Giving Tuesday Season

(insert photo/video)

Story:

In this section, you'll want to tell a story about a person/animal/place you serve. You can use the fill-in-the-blank text below to help you get started.

(Insert First Name) is a **(insert a description of who you serve)** at **(insert organization's name)**.

This holiday season, filled with gratitude and hope, his/her/their big goal is to **(insert what this person's goal is)**.

The **(insert organization's name)** team is wholeheartedly committed to helping **(insert person's name)** achieve it.

At **(insert organization's name)**, we're privileged to have **X** more **(insert who you serve)** like **(insert name)**, each with unique dreams. As we step into this season of giving thanks, we're launching our Giving Tuesday and Year-End Campaign with a goal to raise **\$XXX**.

Here is what your support will do:

- \$25 will provide **(insert specifically what \$25 will do for your organization)**
- \$50 will provide **(insert specifically what \$50 will do for your organization)**
- \$100 will provide **(insert specifically what \$100 will do for your organization)**
- \$150 will provide **(insert specifically what \$150 will do for your organization)**
- \$250 will provide **(insert specifically what \$250 will do for your organization)**

*Note: you can change the amounts above to be whatever works for your nonprofit organization - the more specific, the better!

Join us in spreading warmth, hope, and gratitude this Giving Tuesday Season. Together, let's illuminate lives and turn dreams into reality!



Creative Resources + Inspiration

Creatives Resources + Inspiration

[Downloadable Templates in Google Document Format](#)

Free Online Image Libraries



Iconography



Banners + Design Inspiration





Thank You!