



Kindest

Spring 2023 Fundraising Campaign Drive

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Spring Appeal Templates:

4-Part Series

Pre-launch Email 1

Send Date:

10 days before your campaign launch date

Subject Line:

You'll never guess what happened to (insert name)

Audience:

Everyone on your email list

(insert one, single image photo)

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

I couldn't believe it myself.

About a week ago when I sat down with my team at our weekly check-in everyone was bursting with smiles.

"What's going on?!" I asked sort of nervous/sort of excited.

"(Insert a quote from a staff member about something really exciting that just happened.)" they told me.

I was *shocked*

Not because I couldn't believe this happy news, but because of people like you - the good times keep rolling.

In fact, in the last 12 months, you and this entire **(insert org name)** community has been able to provide the support that allows the team to:

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

That means in the last year, **you've helped us do more than ever before** - and I am so grateful.

In a little over a week, we are launching the **(insert the name of your campaign)** Campaign with the big goal of raising \$**XXX**.

Our hope is that in partnership with you - we will be able to **(insert the big goal that the money will allow you to achieve)**.

You are a big part of our continued success and I can't wait to rally as a team together.

More soon,

(Insert your name)
(Insert your title)

PS: If you happen to catch any of our program team members or volunteers that helped make **(insert a reference to the story above)** - make sure to give them a high five. It takes a team!



Find Your Forever Home Campaign Launching Soon!

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

I couldn't believe it myself.

About a week ago when I sat down with my team at our weekly check-in everyone was bursting with smiles.

"What's going on?!" I asked sort of nervous/sort of excited.

"Poncho found his forever home! It might have taken 641 days, but he did it!" they told me.

I was *shocked*

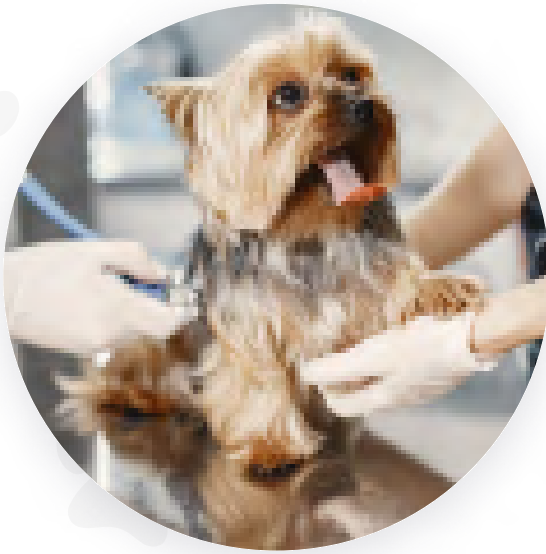
Not because I couldn't believe this happy news, but because of people like you - the good times keep rolling.

In fact, in the last 12 months, you and this entire Good Dogs community has been able to provide the support that allows the team to:



Rescue 883 dogs from kill shelters

Cover over \$100,00 in medical costs for dogs with health issues



Make 793 families very happy with their new dog members

That means in the last year, **you've helped us do more than ever before** - and I am so grateful.

In a little over a week, we are launching the Find Your Forever Home Campaign with the big goal of raising \$50,000.

Our hope is that in partnership with you - we will be able to rescue the next 200 dogs from high kill shelters.

You are a big part of our continued success and I can't wait to rally as a team together.

More soon,

(Insert your name)

(Insert your title)

PS: If you happen to catch any of our program team members or volunteers that helped make Poncho's story have a happy ending - make sure to give them a high five. It takes a team!



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2219 Main Street, Santa Monica, CA 90405

Appeal 1

Send Date:

Campaign Kickoff

Subject Line:

Have you heard the story about (insert name)?

Audience:

Everyone on your email list

(insert one, single image photo)

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

Have you heard me tell the story about (insert name of someone/something you serve in your program)?

X months/years ago - I met (insert name) at (insert where/how you met).

This (insert descriptive words) was (insert how they were feeling).

Because of people like you supporting the (insert organization name) team - in just (insert how long) days/ weeks/months - (insert name) was thriving.

He/she went from being (insert a description of how they started) to (insert how they are doing now).

That means because of you and this fantastic community - (insert name) will go on to (insert what they hope to achieve next).

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

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

- Insert a specific thing a donation will go towards #1
- Insert a specific thing a donation will go towards #2
- Insert a specific thing a donation will go towards #3

Will you consider a generous donation to help the (insert who you serve) today? Right now, we are X% away from achieving our goal to reach at least X (insert who you specifically 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 (insert name) is (insert something good and specific that is happening to them), but not all (insert who you serve) share the same fate. You could change that by making a gift today!



Placeholder Text for Appeal 1

Hi {{First Name}},

Have you heard me tell the story about Pippy?

Four months/years ago - I met Pippy at a parking lot inside of an abandoned car. It was the middle of a heat wave and I had no idea when the last time Pippy had had a sip of water.

This abandoned puppy was all on her own.

Because of people like you supporting the San Juan Dog Rescue team - in just four days - Pippy was **thriving**.

She went from being alone, afraid and super dehydrated to **playing around and sneaking belly rubs with any volunteers who came near her**.

That means because of you and this fantastic community - Pippy will go on to find her forever home and live a life of playing backyard fetch and never having to go without drinking water for a day.

But there are 483 more abandoned dogs like Pippy who want to go from feeling defeated to loved and today I’m asking for your help.

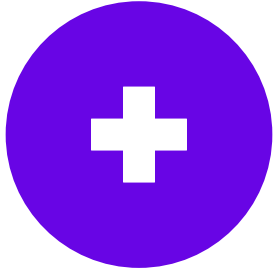
{{First Name}}, when you help the San Juan Dog Rescue reach our \$25,000 goal, you’ll be helping to:



Allow our hard working volunteers to say “yes” to more abandoned dogs



Feed, bathe and care for all of the rescue pups who are in transition to finding their new home



Provide rapid, emergency assistance to any injured dog we find

Will you consider a generous donation to help the pups today?

Donate Now

Right now, we are 46% away from achieving our goal to reach at least 120 more dogs in the next 30 days - and **your help would mean the world to us**.

Counting on you,

(Insert your name)
(Insert your title)

PS: At the time of writing this - Pippy is lucky because she has at least 14 families wanting to bring her home. But not all dogs share the same fate. You could change that by making a gift today!



Appeal 2

Send Date:

3 days after your campaign kickoff

Subject Line:

Why you should join us to
(insert what you are trying to achieve)

Audience:

Everyone on your email list
minus anyone who has given to your campaign

(insert one, single image photo)

What type of Spring goal setting do you do, {{First Name}}?

When the weather starts to change and you can just tell there is a new vibe in the air - the team and I take a look at all that we have accomplished over the last year.

We celebrate, we make plans, and of course - we look back at what did and didn't work well.

One of the things that allows us to take a pause to do some deep, strategic work is **YOU**.

{{First Name}}, you and this community of **(insert who your community members are)** are who power us through, who keep us nimble and who allow us to make adjustments to our program by adjusting to the needs of **(insert who you serve)**.

For example, because of you, during our recent goal setting session, we mapped out that by the end of 2023 - we aim to achieve **(insert a BIG goal/statistic you are trying to reach)**.

That is a **XX% increase compared to what we did in 2022**.

Now, I know what you are thinking...

Woah, that sounds like a big bite to chew...

But I'm not worried because I know you and this **(insert organization name)** community are here to rally around us.

As of this minute, we are **X%** away from our goal of reaching **\$XX** to **(insert the impact you are working to achieve)**.

As we reach our halfway mark - can I count on you {{First Name}} to help us get 25% closer to our goal?

Your support means:

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

Will you help us make our Spring goals come true by making a generous donation today?

(insert donate button)

With gratitude,

(Insert your name)
(Insert your title)

PS: You have the power to help us reach our next **(insert number) (insert who you serve)** when you contribute by **(insert specific date)**. Make a gift today!



Placeholder Text for Appeal 2

What type of Spring goal setting do you do, {{First Name}}?

When the weather starts to change and you can just tell there is a new vibe in the air - the team and I take a look at all that we have accomplished over the last year.

We celebrate, we make plans, and of course - we look back at what did and didn't work well.

One of the things that allows us to take a pause to do some deep, strategic work is **YOU**.

{{First Name}}, you and this community of mama supporters are who power us through, who keep us nimble and who allow us to make adjustments to our program by adjusting to the needs of single mamas in the Dallas-area who need some extra TLC.

For example, because of you, during our recent goal setting session, we mapped out that by the end of 2023 - we aim to achieve a zero waitlist policy. That means we would have the capacity to say "yes" every time a mama reaches out for help.

That is a roughly 50% increase compared to what we did in 2022.

Now, I know what you are thinking...

Woah, that sounds like a big bite to chew...

But I'm not worried because I know you and this Mamas Love Mamas community are here to rally around us.

As of this minute, we are 34% away from our goal of reaching \$25,000 to make sure every mother who needs financial gap assistance to cover things like rent and groceries is met.

As we reach our halfway mark - **can I count on you {{First Name}} to help us get 25% closer to our goal?**

Your support means:



Mama K will have a full tank of gas in her car to get her to her new, higher paying job across town



Mama C will sleep well at night knowing she and her two little ones aren't at risk of being evicted



Mama L can feed her and her children nutritious food to fuel their bodies

Will you help us make our Spring goals come true by making a generous donation today?

Donate Now

With gratitude,

(Insert your name)

(Insert your title)

PS: You have the power to help us reach our next 113 single mamas when you contribute by April 15th. [Make a gift today!](#)



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2219 Main Street, Santa Monica, CA 90405

Appeal 3

Send Date:

6 days after your campaign kickoff

Subject Line:

Last day to help X more (insert who you serve)

Audience:

Everyone on your email list minus anyone who has given to your campaign

(insert one, single image photo)

It's the final countdown, {{First Name}}!

When the **(insert organization name)** team and I kicked off this campaign to **(insert specifically what your campaign donations will do)** - I knew you and this community would show up - **I just didn't know how BIG.**

Well, I'm happy to announce that as of this minute, we are just **X%** away from our **\$XXX** goal.

That's right!

That means if you want to join the **X (insert number of donors who have contributed to your campaign so far)** community members who have generously contributed so far - you will be a part of the team that:

- **Insert a specific thing a donation will go towards #1**
- **Insert a specific thing a donation will go towards #2**
- **Insert a specific thing a donation will go towards #3**

Just today, I heard from a volunteer who received a recent request to **(insert a strong need for your organization to fill)**.

Because of this campaign, we will be able to say "yes", but we want to be able to say "yes" to all requests that come to our desk over the next 30 days.

Let me tell you what your donation will do (You can link each tier to specific donation levels on your fundraising page. [Learn how to do this here](#)):

- \$25 provides a **(insert what \$25 specifically does)**
- \$50 provides a **(insert what \$50 specifically does)**
- \$75 provides a **(insert what \$75 specifically does)**
- \$150 provides a **(insert what \$150 specifically does)**
- \$250 provides a **(insert what \$250 specifically does)**

{{First Name}}, will you help us (say specifically what you do for the people/animals you serve) cross the finish line to reach more (insert who you serve)?

(insert donate button)

None of this work would be possible without you.

More soon,

(Insert your name)

(Insert your title)



Placeholder Text for Appeal 3

It’s the final countdown, {{First Name}}!

When the Do.GOOD. team and I kicked off this campaign to help 112 high school seniors get into a four-year college - I knew you and this community would show up - **I just didn’t know how BIG.**

Well, I’m happy to announce that as of this minute, we are just 13% away from our \$25,000 goal.

That’s right!

That means if you want to join the 86 community members who have generously contributed so far - you will be a part of the team that:

- Brings in after school tutors to help our students fill out their college applications
- Covers travel expenses so students can do on-site college visits
- Pay for college application fees for 112 low income students who might not afford to apply to postsecondary school otherwise

Just today, I heard from a volunteer who received a recent request to do an extra session with a student to make sure their personal statement is **perfect.**

Because of this campaign, we will be able to say “yes”, but we want to be able to say “yes” to all requests that come to our desk over the next 30 days.

Let me tell you what your donation will do:



\$25

provides a week of after school snack during study sessions

\$75

provides an hour of specialized tutoring





\$250

provides a student with the application fee they need to apply to a school of their dreams

{{First Name}}, will you help us ensure our students get the opportunity they deserve that starts with applying to college and help us cross the finish line to reach more high school seniors - all 112 of them?

Donate Now

None of this work would be possible without you.

Forever grateful,

(Insert your name)
(Insert your title)



After the Campaign:

Thank You Email Templates

After the Campaign: Thank You Email

Send Date:

The day after or no later than 1 week after your campaign

Audience:

Everyone on your email list

Subject Line 1:

We did it!

Subject Line 2:

We couldn't do this without you.

Pro Tip:

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

(insert one, single image photo)

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

After the Campaign: Thank You Email

You Didn't Make Your Goal (Yet)

Send Date:

The day after or no later than 1 week after your campaign

Audience:

Everyone on your email list

Subject Line 1:

We couldn't do this without you.

Subject Line 2:

You're our community!

Pro Tip:

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

(insert one, single image photo)

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

(name of org) 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)**.

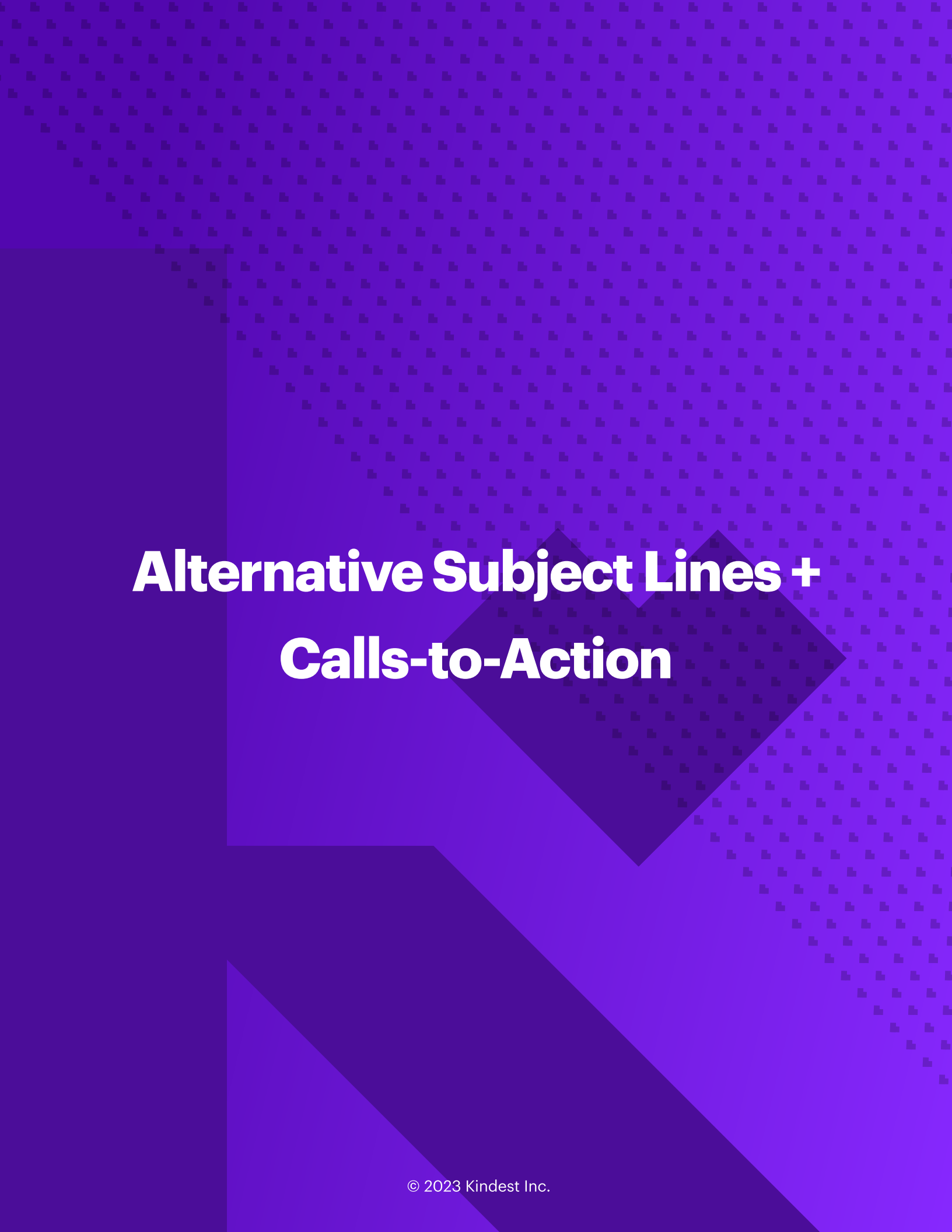
Thank you again for your incredible support!

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)**.

The background is a solid purple color. It features several geometric shapes: a large, dark purple diamond shape in the center, a large, dark purple rectangle on the left side, and a large, dark purple triangle at the bottom. A pattern of small, dark purple dots is scattered across the background, primarily concentrated in the upper right and lower right areas.

Alternative Subject Lines + Calls-to-Action

Alternative Subject Lines + CTAs

Using [this Spring 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

Email 1 Subject Line Alternatives:

- 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...

Email 2 Subject Line Alternatives:

- Subject line 1: You + **(insert org name)** = BIG impact
- Subject line 2: You're the missing piece **{{First Name}}**
- Subject line 3: Halfway there

Email 3 Subject Line Alternatives:

- Subject line 1: Today is the day **{{First Name}}**
- Subject line 2: Last call to help **(insert who/what you help)**
- Subject line 3: You have the power to **(insert what you do)**

Call-to-Actions (CTAs)

CTA Alternative 1:

Will you help **(insert org name)** be able to be flexible and nimble to the needs of our community by joining 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 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?

The background is a solid purple color. It features several geometric elements: a large, dark purple diamond shape pointing downwards, positioned behind the main text; a large, dark purple triangle pointing upwards, located in the bottom right corner; and a large, dark purple triangle pointing to the right, located in the bottom left corner. A pattern of small, light purple dots is arranged in a grid that tapers off towards the right side of the image.

Spring Fundraising Page Theme Templates

Theme 1: General Spring Campaign

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.**
- To access editable versions of these fundraising templates, please log into your Kindest account and make a copy of the template and then edit away to suit your campaign theme and messaging.

Heading:

Give the Gift of **(insert what you do)** this Spring!

(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 Spring, his/her/their big goal is to **(insert what this person's goal is)**.

The **(insert organization's name)** team is on a mission to help **(insert person's name)** achieve it.

At **(insert organization's name)** we have **X** more **(insert who you serve)** like **(insert name)** which is why are are kicking off our Spring 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 today at a level that works for you this Spring!

Theme 2: Earth Day

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.**
- To access editable versions of these fundraising templates, please log into your Kindest account and make a copy of the template and then edit away to suit your campaign theme and messaging.

Heading:

Make the World a Better Place this Earth Day

(insert photo/video)

Story:

In this section, you'll want to tell an impact story on the benefits of protecting the earth/animals. You can use the fill-in-the-blank text below to help you get started.

Did you know that **(insert your most shocking pollution/waste/water/food/animal statistic people might not know)**?

It's true.

That's why your support this Earth Day is more critical than ever before.

With your support, **(Insert organization name)** will be able to:

- \$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!

Will you consider a generous gift today to help the **(insert who/what you are trying to achieve)**?

We are counting on you to reach our big goal of raising \$**XX** in support this Earth Day.

Theme 3: Mother's Day Campaign

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.**
- To access editable versions of these fundraising templates, please log into your Kindest account and make a copy of the template and then edit away to suit your campaign theme and messaging.

Heading:

Show the Mamas Some Love this Mother's Day!

(insert photo/video)

Story:

In this section, you'll want to tell the story of a mama you serve. You can use the fill-in-the-blank text below to help you get started.

Meet mama **(insert first name)**!

(Insert first name) first came to **(insert organization name)** **X months/years ago** after **(write 1-2 sentences about the set of circumstances that brought this person to your program)**.

Luckily, she found her way to **(insert organization)** right when she needed it.

Since joining our program, she's been able to access things like:

- **Insert specific program support #1**
- **Insert specific program support #2**
- **Insert specific program support #3**

Today, **(insert first name)** is well on her way to **(insert 2-3 things this mama has been able to accomplish since coming through your program)**.

But we have **X** more mamas like **(insert first name)** that need support and you can help today!

Join us today to help us reach our goal of \$**XX** to support **XXX** more mamas this Mother's Day.

Your support will directly go towards:

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

Will you join us today?



Creative Resources + Inspiration

Creatives Resources + Inspiration

[Downloadable Templates in Google Document Format](#)

Free Online Image Libraries

 Unsplash Pexels StockSnap.io

Iconography

 flaticon uxwing IconScout
from LottieFiles ICONFINDER

Banners + Design Inspiration

 Adobe Express

The background features a complex geometric design. A large, solid blue shape occupies the left and bottom-left portions of the frame. Overlapping this and extending towards the top-right is a large purple shape. Within the purple area, there is a pattern of small, dark blue dots arranged in a grid-like fashion, though some areas are solid purple. The text "Thank You!" is centered within the purple area.

Thank You!