

GivingTuesday Email Templates

Week before GivingTuesday

Hello [name]!

Our team works hard to support and bring awareness to [organization's cause]. I am so grateful for the role you've played in pushing our mission forward/grateful for the opportunity to get you involved.

In the last year alone, [statistic about the need that your organization addresses]. Ever since [year of founding], our team has been [hosting events, raising money] to help [specific positive impact of your organization].

What if we all came together to support [organization's mission]? We can!

GivingTuesday is a global day of giving on the first Tuesday of December – and [organization's name] is participating. We're humbly asking for your support. We have a goal of [raising \$x]. Will you help us?

Your support is essential and very much appreciated.

Call To Action: Give Now!

Day of GivingTuesday

Today is the day! During the next 24 hours, people around the world will come together to participate in a global day of giving – GivingTuesday.

At [organization's name], we have a goal of [raising \$x] in just 24 hours. Thanks to supporters like you, we believe it's possible. Will you help us?

- \$25 donation can [impact statement].
- \$50 donation can [impact statement].
- \$100 donation can [impact statement].
- \$250 donation can [impact statement].
- \$500 donation can [impact statement].

Call To Action: SHOW YOUR SUPPORT

P.S. – Share your support on social media by letting your loved ones know today is the day to support [organization's name] on #GivingTuesday!

During Giving Tuesday

Wow! Thanks to the generosity and enthusiasm of our donors, we have already raised [\$X]. We need [\$X] more to reach our goal – can you help us get there?

If you feel called to give, you can make a quick donation that will help us [**impact statement**]. Don't miss out on the chance to be a part of something life-changing!

GivingTuesday only comes around once a year. Help us cross the finish line strong.

Call To Action: DONATE NOW

GivingTuesday Email Best Practices

As you develop your [GivingTuesday](#) email strategy, you may be wondering, "When is the best time to send a Giving Tuesday email?" or "How often should I email my supporters?" The truth is, there's no magic formula to email marketing. If there were, we'd be sure to tell you. But what we can provide are a few final **best practices**.

- **Segment** your list based on donor type.
- **Perform** A/B tests on subject lines and calls-to-action.
- **Ensure** your email is easy to read and mobile optimized.
- **Do** quality assurance for spelling, grammar, and links.
- **Include** a clear call-to-action to give.

<https://www.onecause.com/blog/12-giving-tuesday-templates-email-social-media-and-text/>