

**#OpenForGood Mid-Year Engagement Plan**

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#OpenForGood Mid-Year Engagement Plan

# LYBUNTS (Active and Lapsed Donors)

**Focus:** Ongoing communication with your supporters is important every year, but especially as we transition out of the various phases of pandemic physical distancing we’ve been managing since early 2020. During the pandemic, many organizations experienced a marked increase in new donors. As part of our [#OpenForGood](https://www.networkforgood.com/openforgood/) Campaign, we recommend reaching out to your 2020 donors who have not yet made a gift in 2021 to invite them to continue making an impact. As always, we encourage using a multi-channel approach including email, video, text, social media, and possibly direct mail.

Remember, fundraising is about nurturing relationships with those who care about what YOU care about.Reaching out midyear provides an invitation to those who have not yet given in 2021 to make a gift and to keep the good going.

If you launch this engagement plan – a collection of communication templates designed for a distinct campaign and time period – from the Dashboard of your fundraising software, it will automatically segment your contacts and create two distinct mailing lists based on the information in your system. If you copy and paste these templates from this Word document, you will need to create your own recipient lists.

These lists will include:

* Active donors and LYBUNTs (Gave Last Year But Unfortunately Not This) - these may be both lapsed donors and active donors depending on what time of year their last gift was made.
* Non-donors and those lapsed 3 calendar years or more

## ALL Social Posts

In a multi-channel approach to a fundraising campaign, social media can play an important role in reminding folks about the email or text they may have received. Social media can also reach folks for whom you don’t have any contact information. For this reason, you will want to be sure to post reminders on social media – when you launch the campaign, near the end of the campaign, and a few times in between. You could actually post even more frequently as not everyone sees every post on social media!

Do your best to include other content in your social media feeds during the campaign so that your followers are reminded of the good work being done.

**Social Post 1**

*[Note: This may be seen by current donors, monthly donors, lapsed donors, or non-donors.]*

We are #OpenForGood! Join me to support {beneficiaries}. Your donation today will make {mission/vision} possible. Your gift today will {impact of donation}. Thanks in advance for helping. Link to giving page

**SAMPLE Social Post 1**

*[Note: This may be seen by current donors, monthly donors, lapsed donors, or non-donors.]*

We are #OpenForGood! Join me to support adults living with mental health diagnoses. Your donation today will make creating a welcoming, non-judgmental community possible. Your gift today will ensure that they will also receive the skills training and job placement they need. Thanks in advance for helping. Link to giving page

**Social post 2**

Join me in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission services} possible. A gift today will have an immediate impact on {beneficiaries}. Thanks in advance for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social Post 2**

Join me in supporting adults living with mental health diagnoses with a donation to Pathways Services. The generous support from our community makes job training and placement possible. A gift today will have an immediate impact on adults living with mental health diagnosis. Thanks in advance for supporting the technology upgrades we need. Link to giving page #OpenForGood

**Social Post 3**

Join me in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission} possible. Help us reach our goal of {Goal Amount} by {Campaign End Date}, and make a world of difference! Thanks in advance for making it possible for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social post 3**

Join me in supporting adults living with a mental health diagnosis with a donation to Pathways Services. The generous support from our community makes job training and placement possible. Help us reach our goal of $5,000 by July 31, and make a world of difference! Thanks in advance for making it possible to upgrade our technology and provide opportunity and hope to our members. Link to giving page #OpenForGood

**Social Post 4**

You can keep the good going today with a donation to support {beneficiaries}. The generous support from our community makes {mission} possible. Help \*|Organization Name|\* reach our goal of {Goal Amount} by {Campaign End Date} and make a world of difference! Thanks in advance for making it possible for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social Post 4**

You can keep the good going today with a donation to support adults living with mental illness. The generous support from our community makes job training and placement possible. Help Pathways Services reach our goal of $5,000 by July 31 and make a world of difference! Thanks in advance for making it possible for adults living with mental health diagnoses to find opportunity and hope. Link to giving page #OpenForGood

**Social Post 5**

Thanks to everyone who donated to support {beneficiaries or mission}! Together we raised {Amount} to {mission impact}. We can’t do this important work without you! Link to giving page #OpenForGood

**SAMPLE Social Post 5**

Thanks to everyone who donated to support our technology upgrade to offer job skills and placement to our members! We can’t do this important work without you! Link to giving page #OpenForGood

## Day 1: Launch Your Campaign with a Group Video

**Group Video Script 1**

Hello! I’m {Name of speaker}, {relationship to organization} at \*|Organization Name|\*. We can’t do this important work of {mission} without the generosity of donors like you who care about {cause or beneficiaries}. You’ve shown you care, thank you! Today we’re launching an #OpenForGood campaign to celebrate making it through a difficult 18 months. I’m reaching out today to ask for your support once again. Your generous gift today will {impact of donation if you raise total amount – think of tangible and intangible impact}. Please donate today to support this important work. Thanks in advance.

**SAMPLE Group Video Script 1**

Hello! I’m Grace Glen, a Board Member at Pathways Services. We can’t do this important work of training and job placement for adults living with mental illness without the generosity of donors like you who care about providing opportunity and hope. You’ve shown you care, thank you! Today we’re launching an #OpenForGood campaign to celebrate making it through a difficult 18 months. Your generous gift today will provide peace of mind for those struggling to find employment during this trying time. Please donate today to support this important work. Thanks in advance.

## Day 2: Email #1

**Email 1**

Subject line: \*|First Name|\*, have you heard what’s happening at \*|Organization Name|\*?

Hi \*|First Name|\*,

The past year has been difficult, on many levels, for so many. And you stepped up to make a difference. Thank you.

Because of your generosity, {beneficiaries} have received {mission impact} and {mission impact}. {Problem faced that your mission addresses}.

**You can keep the good going. That’s why I’m reaching out to you today, \*|First Name|\*.**

{A beneficiary} needs your support to{impact of a gift/mission}.

Your generous gift on \*|Last Gift Date|\* shows how important {cause/problem} is to you.

\*|First Name|\*, your gift today will {action verb related to the mission – for example, “educate children,” “feed the hungry,” or “train adults with developmental disabilities”}.

And you’ll have the joy of knowing that your donation will be put to work—immediately changing someone’s life.

**With your gift of just {$ amount} you can create {impact of donation} for {beneficiaries}. Can they count on you today?**

**Count me in!**

Thanks in advance,

Name of Founder/ED/Board Chair

Title

**P.S. For as little as {$Amount} a day, through a monthly contribution, you’ll {action verb + a beneficiary} and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

**SAMPLE Email 1**

Subject line: Jane, have you heard what’s happening at Pathways Services?

Hi Jane,

The past year has been difficult, on many levels, for so many. And you stepped up to make a difference. Thank you.

Because of your generosity, adults living with mental health diagnoses received the training and services they needed to be prepared for jobs as more businesses return to full operating capacity. However, 2021 brings continued challenges. The current unemployment rates and the ongoing impact of the COVID-19 crisis make job placement difficult. Things are getting better but often our members have a tougher time finding jobs than most.

**You can keep the good going. That’s why I’m reaching out to you today, Jane.**

Your generous gift on November 7, 2020 shows how important job training and placement for adults with mental health diagnoses is to you.

Jane, your gift today will support job-training for adults with mental health diagnoses during this time when so many are looking for work.

And you’ll have the joy of knowing that your donation will be put to work—immediately changing someone’s life.

**With your gift of just $20, you can create opportunity and hope for someone struggling to cope with mental illness and unemployment. Can they count on you today?**

**Count me in!**

Thanks in advance,

Michelle McDonald

Executive Director

**P.S. For as little as 30ȼ a day through a monthly contribution, you’ll train a member for job placement and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

## Day 3 Text #1

**Text 1**

Please consider giving {$Amount} to \*|Organization Name|\* today to {impact of gift} for {beneficiaries}. Thank you in advance for making a difference. We can’t do this important work without you! Link to giving page

**SAMPLE Text 1**

Please consider giving $20 to Pathways Services today to upgrade the technology for adults living with mental illness to receive the training and job placement support they need. Thank you in advance for making a difference. We can’t do this important work without you! Link to giving page

## Day 6: Email #2

**Email 2**

Subject line: \*|First Name|\*, did you hear about {Beneficiary’s name}?

Hello \*|First Name|\*,

I’m writing today to tell you about {Name of beneficiary}.

{One beneficiary’s story of need. [Use language that evokes emotions and empathy.]}

The truth is, {Name of beneficiary from story} is not alone. {Tell more about the problem you address.}

**You have the power to change that.**

At \*|Organization Name|\*, {beneficiary} {explain positive mission impact on beneficiary – include tangible and intangible change}.

Today you can help {beneficiaries impacted by the problem} like {beneficiary of story above}. That’s why I’m inviting you to support {explain main mission} through a gift to our *Open For Good Campaign*.

Your contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

And if you set up an automatic monthly gift, you’ll make a huge impact on {cause} without impacting your budget. You can feel great about setting up this convenient monthly donation and providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

As you reflect on the difference you want to make in the world, and how you will keep the good going, please remember {beneficiaries} need you!

**Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?**

**Count me in!**

Thanks in advance,

{Name}

{Title}

**P.S. Please consider making an automatic monthly donation to provide ongoing support for {beneficiaries} in 2021. {Link to giving page with “monthly” default}**

**SAMPLE Email 2**

Subject line: Jane, did you hear about Sally?

Hi Jane,

I’m writing today to tell you about Sally.

When Sally first heard the words “bipolar disorder,” she felt a mixture of relief and fear. Relief that she finally had a label for her confusing behavior and her lack of interest in life. Fear because she knew about the stigma surrounding mental illnesses. What would her family and friends think? She had recently left her job because of her health issues; would she ever find a new job?

The truth is that receiving a diagnosis of a mental illness can feel isolating for many. One in 5 adults in the United States experiences mental illness each year. Perhaps some of them are family members, neighbors, or friends of yours? Many struggle to find the supports that are right for them and an alarming 57% never receive treatment or services.

**You have the power to change all of that.**

At Pathways Services, Sally developed new skills and landed a job that allows her to be self-sufficient. More than that, Sally was able to find a place to feel at home, where her mental illness does not define her. Sally found a community that cares.

Today you can help other adults like Sally who are living with a mental illness. That’s why I’m inviting you to support our job-skills training for individuals living with a mental illness through a gift to our Open For Good Campaign.

Your contribution will:

* Ensure that adults living with a mental health diagnosis receive job skills training to gain self-sufficiency and independence.
* Provide a welcoming, non-judgmental community of friendship.
* Change the trajectory of someone’s life.

And if you set up an automatic monthly gift, you’ll make a huge impact on the opportunities available to those living with a mental illness without impacting your budget. You can feel great about setting up this convenient monthly donation and providing a predictable base of support for your neighbors who long to be contributing members of our community.

As you reflect on the difference you want to make in the world, please remember adults living with a mental health diagnosis need you!

**Your gift of $20 will make an immediate difference! Can Sally and others living with mental health diagnosis count on you today?**

**Count me in!**

Thanks in advance,

Bob Jones

Program Director

**P.S. Please consider making an automatic monthly donation to provide ongoing support for adults living with mental illness. {Link to giving page with “monthly” default}**

## Day 8 Group Video and Text #2

**Group Video Script 2**

Hi, I’m {Name of speaker} from \*|Organization Name|\*. Today I’d like to take a brief moment to tell you about {Name of beneficiary}. {Name of beneficiary} first came to \*|Organization Name|\* {with problem/need}. {He/she/they} felt {emotion like fear, discouragement, anger, frustration}. Because of generous donors, we were able to {services delivered}. Now {Name of beneficiary} {current situation as a result of mission impact}. But there are many more just like {Name of beneficiary} coming every day, looking for help. I hope that they can count on you today. Will you make a gift of {$Amount} to support {mission/cause}? Thanks in advance for your generosity.

**SAMPLE Group Video Script 2**

Hi, I’m Grace from Pathways Services. Today I’d like to take a brief moment to tell you about Sally. Sally first came to Pathways when she learned of her bipolar disorder diagnosis. She felt both fear and relief. Relief that she finally knew what was causing her unusual behavior and fear because of the stigma attached to mental illness. She wondered if she’d ever find a job. And when COVID-19 hit, everything fell apart. Because of generous donors, we were able to help her navigate her illness AND her job search. Now Sally has found a job working remotely. She’s grateful she can still provide for her family. But there are many more just like Sally coming every day, looking for help. I hope that they can count on you today. Will you make a gift of $20 to support our technology upgrade and our training programs? Thanks in advance for your generosity.

**Text 2**

Please consider making a donation to support {beneficiaries} through the work of \*|Organization Name|\* today. Your gift to our *Open For Good Campaign* will help raise {Goal Amount} by {Campaign End Date} to support {beneficiaries}. Together we can make a difference. Please join us! Link to giving page

**SAMPLE Text 2**

Please consider making a donation to support adults living with mental illness through the work of Pathways Services today. Your gift to our *Open For Good Campaign* will help raise $5,000 by July 31 to support adults living with mental illness. Together we can make a difference. Please join us! Link to giving page

## Day 10: Email #3

**Email 3**

Subject line: \*|First Name|\*, are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary’s name}.

While {Beneficiary’s name} has {impact of programs/services} and great progress has been made in {impact of organization’s programming in relation to the problem}, your support is key to solving {bigger problem – or same problem for more people}.

That’s why I need you, \*|First Name|\*, to make a gift today. We’re working to raise {Goal Amount} by {Campaign End-Date} to ensure that {Beneficiary} and others like {pronoun of beneficiary} can {verb + services offered}.

**You have the power to make a difference.**

Your gift today will make a huge impact on {cause}. If you commit to an automatic monthly gift, you’ll have an ongoing impact without negatively impacting your monthly budget. You can {action verb} {beneficiaries} andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

**With just {$ amount} a month, you can create {impact of donation}. Can they count on you today? {Link to giving page with “monthly” default}**

**Count me in!**

Thanks in advance,

Name

Title

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} and make a world of difference. Thanks in advance.**

**SAMPLE Email 3**

Subject line: Jane, are you up to the challenge?

Hi Jane,

A few days ago, I shared the story of Sally.

While Sally has found a job and great progress has been made in helping adults with mental illness find jobs, with an upgrade in our technology, so many more could be helped during this difficult time. Your support is key to supporting more members as they return to the workforce after a mental health diagnosis.

That’s why I need you, Jane, to make a gift today. We’re working to raise $5,000 by July 31 to ensure that Sally and others like her can receive training and secure new jobs.

**You have the power to make a difference.**

Your gift today will make a huge impact on the training and job placement program. If you commit to an automatic monthly gift, you’ll have an ongoing impact without negatively impacting your monthly budget. You can give adults living with mental illness opportunity and hope andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for those in search of a job.

**With just $20 a month, you can create new training opportunities. Can they count on you today? {Link to giving page with “monthly” default}**

**Count me in!**

Thanks in advance,

Bob Jones

Program Director

**P.S. For as little as 30ȼ a day, you’ll help upgrade our technology and make a world of difference. Thanks in advance.**

### Day 12: Group Video #3

**Group Video Script 3**

A few days ago, we sent an email sharing the story of {Name of beneficiary}. I hope you had a chance to read it. I’m reaching out today to ask if you can join me in supporting the *Open For Good Campaign*. Our goal is to raise {Goal Amount} by {Campaign End-Date} to support {beneficiaries}. We can’t do this important, critical work without donors like you. You can have an impact today. With a gift of {Amount} you can help ensure that {beneficiaries} {verb + services}. I wouldn’t ask if they didn’t need your support. Can they count on you today?

**SAMPLE Group Video Script 3**

A few days ago, we sent an email sharing the story of Sally. I hope you had a chance to read it. I’m reaching out today to ask if you can join me in supporting the *Open For Good Campaign*. Our goal is to raise $5,000 by July 31, to support adults living with mental illness. We can’t do this important, critical work without donors like you. You can have an impact today. With a gift of $20, you can help ensure that our technology upgrades will better serve our members in this difficult time. I wouldn’t ask if they didn’t need your support. Can they count on you today?

## Day 14: Email #4, Group Video and Text

**Email 4**

Subject line: {Beneficiary Name} still needs you, \*|First Name|\*.

Hi \*|First Name|\*,

You still have an opportunity to {active verb}more {beneficiaries}.

Every dollar you give today will be put to good use {explain how the $ will be used}.

Together, we can do so much more for {beneficiaries} in {area/region}. Please make a gift today to support {beneficiaries}.

**Count me in!**

Thanks in advance,

{Name}

{Title}

**P.S. Setting up a monthly donation helps to budget your gift over the next year—for you and us! Please consider making a recurring contribution by clicking here {Link to giving page with “monthly” default}.**

**SAMPLE Email 4**

Subject line: Sally still needs you, Jane.

Hi Jane,

You still have an opportunity to offer services and hope tomore adults living with mental health diagnoses.

Every dollar you give today will be put to good use to upgrade the technology needed to support members like Sally.

Together, we can do so much more for adults living with mental health diagnoses. Please make a gift today to support our growing number of members.

**Count me in!**

Thanks in advance,

Michelle McDonald

Executive Director

**P.S. Setting up a monthly donation helps to budget your gift over the next year—for you and us! Please consider making a recurring contribution by clicking here {Link to giving page with “monthly” default}.**

**Group Video Script 4**

Hello! We’ve almost reached our goal of {Goal Amount} and our deadline is tonight. {Beneficiaries} like {Name of beneficiary from story} still need your support. Will you make a gift right now to \*|Organization Name|\* to support them? We can’t do this critical work without you. Your gift will be put to work immediately to {mission impact}. Thanks in advance!

**SAMPLE Group Video Script 4**

Hello! We’ve almost reached our goal of $5,000 and our deadline is tonight. Adults like Sally living with mental illness still need your support. Will you make a gift right now to Pathways Services to support them? We can’t do this critical work without you. Your gift will be put to work immediately to upgrade our technology to continue providing improved services. Thanks in advance!

**Text 3**

{Beneficiaries} like {Name of Beneficiary – include photo if possible} need your support today to {mission impact}. Our *Open For Good Campaign* goal is to raise {Goal Amount} by {Campaign End Date}. Can they count on you? Link to giving page

**SAMPLE Text 3**

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our *Open For Good Campaign* goal is to raise $5,000 by tonight. Can they count on you? Link to giving page

## Day 15 Wrap Up Email

**Email 5**

Subject Line: We’re almost there!

Hi \*|First Name|\*,

Thanks to everyone who contributed to the *Open For Good Campaign* these past few weeks, we’ve raised {$Amount Raised in the campaign} to {mission impact}! Our goal is {Goal Amount} to keep the good going.

You didn’t miss out! \*|First Name|\*, you still have time to contribute to {mission} and to ensure that {beneficiaries} {explain services – for example, “get the food,” “receive the dental care,” or “acquire the skills”} they need right now.

A {$15 – small amount} gift today will be put to work immediately to {summarize services}.

Don’t miss out on making a difference for {beneficiaries} today! Can they count on you?

**Count me in!**

Thanks in advance,

Name

Title

**P.S. Please consider an automatic monthly gift, which goes a long way to making a big difference - and still counts toward our goal. {Link to giving page with “monthly” default}.**

**SAMPLE Email 5**

Subject Line: We’re almost there!

Hi Jane,

Thanks to everyone who contributed to the *Open For Good Campaign* these past few weeks, we’ve raised $4,800 to upgrade our technology and provide opportunity and hope! Our goal is $5,000 to keep the good going.

You didn’t miss out! Jane, you still have time to contribute to this important upgrade project and to ensure that adults living with mental illness receive the appropriate training and services they need to find jobs.

A $15 gift today will be put to work immediately to upgrade the technology and provide services to our members.

Don’t miss out on making a difference for adults living with mental illness today! Can they count on you?

**Count me in!**

Thanks in advance,

Grace Glen

Board Chair

**P.S. Please consider an automatic monthly gift, which goes a long way to making a big difference and still counts toward our goal. {Link to giving page with “monthly” default}.**

# NON-DONORS and those lapsed 3 calendar years or more

## ALL Social Posts

**Social Post 1**

*[Note: This may be seen by current donors, monthly donors, lapsed donors, or non-donors].*

We are #OpenForGood! Join me today to support {beneficiaries}. Your donation today will make {mission/vision} possible. Your gift today will {impact of donation}. Thanks in advance for helping. Link to giving page

**SAMPLE Social Post 1**

*[Note: This may be seen by current donors, monthly donors, lapsed donors, or non-donors.]*

We are #OpenForGood! Join me today to support adults living with mental health diagnoses. Your donation today will make creating a welcoming, non-judgmental community possible. Your gift today will ensure that they will also receive the skills training and job placement they need. Thanks in advance for helping. Link to giving page

**Social post 2**

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission services} possible. A gift today will have an immediate impact on {beneficiaries}. Thanks in advance for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social Post 2**

Join me today in supporting adults living with mental health diagnoses with a donation to Pathways Services. The generous support from our community makes job training and placement possible. A gift today will have an immediate impact on adults living with mental health diagnosis. Thanks in advance for supporting the technology upgrades we need. Link to giving page #OpenForGood

**Social Post 3**

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission} possible. Help us reach our goal of {Goal Amount} by {Campaign End Date}, and make a world of difference! Thanks in advance for making it possible for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social post 3**

Join me today in supporting adults living with a mental health diagnosis with a donation to Pathways Services. The generous support from our community makes job training and placement possible. Help us reach our goal of $5,000 by July 31, and make a world of difference! Thanks in advance for making it possible to upgrade our technology and provide opportunity and hope to our members. Link to giving page #OpenForGood

**Social Post 4**

You can keep the good going today with a donation to support {beneficiaries}. The generous support from our community makes {mission} possible. Help \*|Organization Name|\* reach our goal of {Goal Amount} by {Campaign End Date} and make a world of difference! Thanks in advance for making it possible for {impact of donation}. Link to giving page #OpenForGood

**SAMPLE Social Post 4**

You can keep the good going today with a donation to support adults living with mental illness. The generous support from our community makes job training and placement possible. Help Pathways Services reach our goal of $5,000 by July 31 and make a world of difference! Thanks in advance for making it possible for adults living with mental health diagnoses to find opportunity and hope. Link to giving page #OpenForGood

**Social Post 5**

Thanks to everyone who donated to support {beneficiaries or mission}! Together we raised {Amount} to {mission impact}. We can’t do this important work without you! Link to giving page #OpenForGood

**SAMPLE Social Post 5**

Thanks to everyone who donated to support our technology upgrade to offer job skills and placement to our members! We can’t do this important work without you! Link to giving page #OpenForGood

## Day 1: Launch Your Campaign with a Group Video

**Group Video Script 1**

Hello! I’m {Name of speaker}, {relationship to organization} at \*|Organization Name|\*. We can’t do this important work of {mission} without the generosity of those who care about {cause or beneficiaries}. Today we’re launching an *Open For Good Campaign* to celebrate making it through a difficult 18 months. I’m reaching out today to ask for your support. Your generous gift today will {impact of donation if you raise total amount – think of tangible and intangible impact}. Please donate today to support this important work. Thanks in advance.

**SAMPLE Group Video Script 1**

Hello! I’m Grace Glen, a Board Member at Pathways Services. We can’t do this important work of training and job placement for adults living with mental illness without the generosity of those who care about providing opportunity and hope. Today we’re launching an Open For Good Campaign to celebrate making it through a difficult 18 months. Your generous gift today will provide peace of mind for those struggling to find employment during this trying time. Please donate today to support this important work. Thanks in advance.

## Day 2: Email #1

**Email 1**

Subject line: \*|First Name|\*, have you heard what’s happening at \*|Organization Name|\*?

Hi \*|First Name|\*,

The past year has been difficult, on many levels, for so many.

For {beneficiaries}, the added burden of {problem faced that your mission addresses} has made it especially tough.

**That’s why I’m reaching out to you today, \*|First Name|\*. You can keep the good going.**

{A beneficiary} needs your support to{impact of a gift/mission}.

\*|First Name|\*, your gift today will {action verb related to the mission – for example, “educate children,” “feed the hungry,” or “train adults with developmental disabilities”}.

And you’ll have the joy of knowing that your donation will be put to work—immediately changing someone’s life.

**With your gift of just {$ amount} you can create {impact of donation} for {beneficiaries}. Can they count on you today?**

**Count me in!**

Thanks in advance,

Name of Founder/ED/Board Chair

Title

**P.S. For as little as {$Amount} a day, through a monthly contribution, you’ll {action verb + a beneficiary} and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

**SAMPLE Email 1**

Subject line: Jane, have you heard what’s happening at Pathways Services?

Hi Jane,

The past year has been difficult, on many levels, for so many.

For adults living with mental health diagnoses the added burden of finding a job has made it especially tough. The current unemployment rates and the ongoing impact of the COVID-19 crisis make job placement difficult for our members. Things are getting better but often our members have a tougher time finding jobs than most.

**You can keep the good going. That’s why I’m reaching out to you today, Jane.**

Jane, your gift today will support job-training for adults with mental health diagnoses during this time when so many are looking for work.

And you’ll have the joy of knowing that your donation will be put to work—immediately changing someone’s life.

**With your gift of just $20, you can create opportunity and hope for someone struggling to cope with mental illness and unemployment. Can they count on you today?**

**Count me in!**

Thanks in advance,

Michelle McDonald

Executive Director

**P.S. For as little as 30ȼ a day through a monthly contribution, you’ll train a member for job placement and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

## Day 3 Text #1

**Text 1**

Please consider giving {$Amount} to \*|Organization Name|\* today to {impact of gift} for {beneficiaries}. Thank you in advance for making a difference. We can’t do this important work without you! Link to giving page

**SAMPLE Text 1**

Please consider giving $20 to Pathways Services today to upgrade the technology for adults living with mental illness to receive the training and job placement support they need. Thank you in advance for making a difference. We can’t do this important work without you! Link to giving page

## Day 6: Email #2

**Email 2**

Subject line: \*|First Name|\*, did you hear about {Beneficiary’s name}?

Hello \*|First Name|\*,

I’m writing today to tell you about {Name of beneficiary}.

{One beneficiary’s story of need. [Use language that evokes emotions and empathy.]}

The truth is, {Name of beneficiary from story} is not alone. {Tell more about the problem you address.}

**You have the power to change that.**

At \*|Organization Name|\*, {beneficiary} {explain positive mission impact on beneficiary – include tangible and intangible change}.

Today you can help {beneficiaries impacted by the problem} like {beneficiary of story above}. That’s why I’m inviting you to support {explain main mission} through a gift to our *Open For Good Campaign*.

Your contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

And if you set up an automatic monthly gift, you’ll make a huge impact on {cause} without impacting your budget. You can feel great about setting up this convenient monthly donation and providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

As you reflect on the difference you want to make in the world, and how you will keep the good going, please remember {beneficiaries} need you!

**Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?**

**Count me in!**

Thanks in advance,

{Name}

{Title}

**P.S. Please consider making an automatic monthly donation to provide ongoing support for {beneficiaries} in 2021. {Link to giving page with “monthly” default}**

**SAMPLE Email 2**

Subject line: Jane, did you hear about Sally?

Hi Jane,

I’m writing today to tell you about Sally.

When Sally first heard the words “bipolar disorder,” she felt a mixture of relief and fear. Relief that she finally had a label for her confusing behavior and her lack of interest in life. Fear because she knew about the stigma surrounding mental illnesses. What would her family and friends think? She had recently left her job because of her health issues; would she ever find a new job?

The truth is that receiving a diagnosis of a mental illness can feel isolating for many. 1 in 5 adults in the United States experiences mental illness each year. Perhaps some of them are family members, neighbors, or friends of yours? Many struggle to find the supports that are right for them and an alarming 57% never receive treatment or services.

**You have the power to change all of that.**

At Pathways Services, Sally developed new skills and landed a job that allows her to be self-sufficient. More than that, Sally was able to find a place to feel at home, where her mental illness does not define her. Sally found a community that cares.

Today you can help other adults like Sally who are living with a mental illness. That’s why I’m inviting you to support our job-skills training for individuals living with a mental illness through a gift to our Open For Good Campaign.

Your contribution will:

* Ensure that adults living with a mental health diagnosis receive job skills training to gain self-sufficiency and independence.
* Provide a welcoming, non-judgmental community of friendship.
* Change the trajectory of someone’s life.

And if you set up an automatic monthly gift, you’ll make a huge impact on the opportunities available to those living with a mental illness without impacting your budget. You can feel great about setting up this convenient monthly donation and providing a predictable base of support for your neighbors who long to be contributing members of our community.

As you reflect on the difference you want to make in the world, please remember adults living with a mental health diagnosis need you!

**Your gift of $20 will make an immediate difference! Can Sally and others living with mental health diagnosis count on you today?**

**Count me in!**

Thanks in advance,

Bob Jones

Program Director

**P.S. Please consider making an automatic monthly donation to provide ongoing support for adults living with mental illness. {Link to giving page with “monthly” default}**

## Day 8 Group Video and Text #2

**Group Video Script 2**

Hi, I’m {Name of speaker} from \*|Organization Name|\*. Today I’d like to take a brief moment to tell you about {Name of beneficiary}. {Name of beneficiary} first came to \*|Organization Name|\* {with problem/need}. {He/she/they} felt {emotion like fear, discouragement, anger, frustration}. Because of generous donors, we were able to {services delivered}. Now {Name of beneficiary} {current situation as a result of mission impact}. But there are many more just like {Name of beneficiary} coming every day, looking for help. I hope that they can count on you today. Will you make a gift of {$Amount} to support {mission/cause}? Thanks in advance for your generosity.

**SAMPLE Group Video Script 2**

Hi, I’m Grace from Pathways Services. Today I’d like to take a brief moment to tell you about Sally. Sally first came to Pathways when she learned of her bipolar disorder diagnosis. She felt both fear and relief. Relief that she finally knew what was causing her unusual behavior and fear because of the stigma attached to mental illness. She wondered if she’d ever find a job. And when COVID-19 hit, everything fell apart. Because of generous donors, we were able to help her navigate her illness AND her job search. Now Sally has found a job working remotely. She’s grateful she can still provide for her family. But there are many more just like Sally coming every day, looking for help. I hope that they can count on you today. Will you make a gift of $20 to support our technology upgrade and our training programs? Thanks in advance for your generosity.

**Text 2**

Please consider making a donation to support {beneficiaries} through the work of \*|Organization Name|\* today. Your gift to our *Open For Good Campaign* will help raise {Goal Amount} by {Campaign End Date} to support {beneficiaries}. Together we can make a difference. Please join us! Link to giving page

**SAMPLE Text 2**

Please consider making a donation to support adults living with mental illness through the work of Pathways Services today. Your gift to our *Open For Good Campaign* will help raise $5,000 by July 31 to support adults living with mental illness. Together we can make a difference. Please join us! Link to giving page

## Day 10: Email #3

**Email 3**

Subject line: \*|First Name|\*, are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary’s name}.

While {Beneficiary’s name} has {impact of programs/services} and great progress has been made in {impact of organization’s programming in relation to the problem}, your support is key to solving {bigger problem – or same problem for more people}.

That’s why I need you, \*|First Name|\*, to make a gift today. We’re working to raise {Goal Amount} by {Campaign End-Date} to ensure that {Beneficiary} and others like {pronoun of beneficiary} can {verb + services offered}.

**You have the power to make a difference.**

Your gift today will make a huge impact on {cause}. If you commit to an automatic monthly gift, you’ll have an ongoing impact without negatively impacting your monthly budget. You can {action verb} {beneficiaries} andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

**With just {$ amount} a month, you can create {impact of donation}. Can they count on you today? {Link to giving page with “monthly” default}**

**Count me in!**

Thanks in advance,

Name

Title

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} and make a world of difference. Thanks in advance.**

**SAMPLE Email 3**

Subject line: Jane, are you up to the challenge?

Hi Jane,

A few days ago, I shared the story of Sally.

While Sally has found a job and great progress has been made in helping adults with mental illness find jobs, with an upgrade in our technology, so many more could be helped during this difficult time. Your support is key to supporting more members as they return to the workforce after a mental health diagnosis.

That’s why I need you, Jane, to make a gift today. We’re working to raise $5,000 by July 31 to ensure that Sally and others like her can receive training and secure new jobs.

**You have the power to make a difference.**

Your gift today will make a huge impact on the training and job placement program. If you commit to an automatic monthly gift, you’ll have an ongoing impact without negatively impacting your monthly budget. You can give adults living with mental illness opportunity and hope andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for those in search of a job.

**With just $20 a month, you can create new training opportunities. Can they count on you today? {Link to giving page with “monthly” default}**

**Count me in!**

Thanks in advance,

Bob Jones

Program Director

**P.S. For as little as 30ȼ a day, you’ll help upgrade our technology and make a world of difference. Thanks in advance.**

## Day 12: Group Video #3

**Group Video Script 3**

A few days ago, we sent an email sharing the story of {Name of beneficiary}. I hope you had a chance to read it. I’m reaching out today to ask if you can join me in supporting the *Open For Good Campaign*. Our goal is to raise {Goal Amount} by {Campaign End-Date} to support {beneficiaries}. We can’t do this important, critical work without donors like you. You can have an impact today. With a gift of {Amount} you can help ensure that {beneficiaries} {verb + services}. I wouldn’t ask if they didn’t need your support. Can they count on you today?

**SAMPLE Group Video Script 3**

A few days ago, we sent an email sharing the story of Sally. I hope you had a chance to read it. I’m reaching out today to ask if you can join me in supporting the *Open For Good Campaign*. Our goal is to raise $5,000 by July 31, to support adults living with mental illness. We can’t do this important, critical work without donors like you. You can have an impact today. With a gift of $20, you can help ensure that our technology upgrades will better serve our members in this difficult time. I wouldn’t ask if they didn’t need your support. Can they count on you today?

## Day 14: Email #4, Group Video and Text

**Email 4**

Subject line: {Beneficiary Name} still needs you, \*|First Name|\*.

Hi \*|First Name|\*,

You still have an opportunity to {active verb}more {beneficiaries}.

Every dollar you give today will be put to good use {explain how the $ will be used}.

Together, we can do so much more for {beneficiaries} in {area/region}. Please make a gift today to support {beneficiaries}.

**Count me in!**

Thanks in advance,

{Name}

{Title}

**P.S. Setting up a monthly donation helps to budget your gift over the next year—for you and us! Please consider making a recurring contribution by clicking here {Link to giving page with “monthly” default}.**

**SAMPLE Email 4**

Subject line: Sally still needs you, Jane.

Hi Jane,

You still have an opportunity to offer services and hope tomore adults living with mental health diagnoses.

Every dollar you give today will be put to good use to upgrade the technology needed to support members like Sally.

Together, we can do so much more for adults living with mental health diagnoses. Please make a gift today to support our growing number of members.

**Count me in!**

Thanks in advance,

Michelle McDonald

Executive Director

**P.S. Setting up a monthly donation helps to budget your gift over the next year—for you and us! Please consider making a recurring contribution by clicking here {Link to giving page with “monthly” default}.**

**Group Video Script 4**

Hello! We’ve almost reached our goal of {Goal Amount} and our deadline is tonight. {Beneficiaries} like {Name of beneficiary from story} still need your support. Will you make a gift right now to \*|Organization Name|\* to support them? We can’t do this critical work without you. Your gift will be put to work immediately to {mission impact}. Thanks in advance!

**SAMPLE Group Video Script 4**

Hello! We’ve almost reached our goal of $5,000 and our deadline is tonight. Adults like Sally living with mental illness still need your support. Will you make a gift right now to Pathways Services to support them? We can’t do this critical work without you. Your gift will be put to work immediately to upgrade our technology to continue providing improved services. Thanks in advance!

**Text 3**

{Beneficiaries} like {Name of Beneficiary – include photo if possible} need your support today to {mission impact}. Our *Open For Good Campaign* goal is to raise {Goal Amount} by {Campaign End Date}. Can they count on you? Link to giving page

**SAMPLE Text 3**

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our *Open For Good Campaign* goal is to raise $5,000 by tonight. Can they count on you? Link to giving page

## Day 15 Wrap Up Email

**Email 5**

Subject Line: We’re almost there!

Hi \*|First Name|\*,

Thanks to everyone who contributed to the *Open For Good Campaign* these past few weeks, we’ve raised {$Amount Raised in the campaign} to {mission impact}! Our goal is {Goal Amount} to keep the good going.

You didn’t miss out! \*|First Name|\*, you still have time to contribute to {mission} and to ensure that {beneficiaries} {explain services – for example, “get the food,” “receive the dental care,” or “acquire the skills”} they need right now.

A {$15 – small amount} gift today will be put to work immediately to {summarize services}.

Don’t miss out on making a difference for {beneficiaries} today! Can they count on you?

**Count me in!**

Thanks in advance,

Name

Title

**P.S. Please consider an automatic monthly gift, which goes a long way to making a big difference - and still counts toward our goal. {Link to giving page with “monthly” default}.**

**SAMPLE Email 5**

Subject Line: We’re almost there!

Hi Jane,

Thanks to everyone who contributed to the *Open For Good Campaign* these past few weeks, we’ve raised $4,800 to upgrade our technology and provide opportunity and hope! Our goal is $5,000 to keep the good going.

You didn’t miss out! Jane, you still have time to contribute to this important upgrade project and to ensure that adults living with mental illness receive the appropriate training and services they need to find jobs.

A $15 gift today will be put to work immediately to upgrade the technology and provide services to our members.

Don’t miss out on making a difference for adults living with mental illness today! Can they count on you?

**Count me in!**

Thanks in advance,

Grace Glen

Board Chair

**P.S. Please consider an automatic monthly gift, which goes a long way to making a big difference and still counts toward our goal. {Link to giving page with “monthly” default}.**