

**2021 YEAR-END ENGAGEMENT PLAN**

In creating the 2021 Year-End Engagement Plan, our goal was to help you prepare earlier, manage tasks more efficiently, and therefore, create an even more effective year-end fundraising campaign.

Remember, fundraising is about nurturing relationships with those who care about what YOU care about.**The templates available in the plan are designed to share stories that show the impact that donations in the past have had on your organization’s mission/cause and then to share unfinished stories of need that offer the reader an opportunity to make a positive impact.**

You can also access the 2021 Year-End Fundraising Guide and other helpful year-end resources from right inside your Donor Management System under the Help dropdown menu in the top navigation bar. This allows you to quickly return to view these resources whenever you need to.



 2021 Year-End Resources

# Get Started:

Several elements have been added to the year-end engagement plan for 2021:

* As you prepare your year-end campaign, you will have the option to download one or more parts of the 2021 year-end engagement plan in your Network for Good fundraising software.
* Each part of the plan in the fundraising software will be available to *download as a list of tasks for a specific period of time* *and has been designed to be sent out during a particular timeframe*. The download will include a variety of communication templates and tasks that you will be able to work on inside your fundraising software. You are welcome to download one, two, three, or all parts of the plan.
* **Oct 20 – Nov 11**: *Gearing Up*: recommended to use November 1 – November 25
* **Nov 12 – Nov 30**: *Giving Tuesday*: recommended to use November 26 – December 4
* **Dec 1 – Dec 15**: *Early to mid-December*: recommended to use December 10 – December 25
* **Dec 16 – Dec 31**: *Year-end*: recommended to use December 28 – December 31

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| **Sections of the Year-End Engagement Plan available to download** | **When will it be available to download in my fundraising software?** | **What are the recommended dates to send out these communications?** |
| (1) Gearing Up | Oct 20 – Nov 11 | Nov 1 – Nov 25 |
| (2) Giving Tuesday | Nov 12 – Nov 30 | Nov 26 – Dec 4 |
| (3) Early to Mid-December | Dec 1 – Dec 15 | Dec 10 – Dec 25 |
| (4) Year-End | Dec 16 – Dec 31 | Dec 28 – Dec 31 |

There are two ways to use the email templates that are available in the plan.

1. You can download the tasks and access the email templates in your fundraising software. You will see a banner at the top of the Dashboard in your Donor Management System for the engagement plan. Click on the ‘Check it Out’ button to launch the plan and get the templates loaded into your Tasks. There will be clear sections on the templates to update so the content matches your specific mission and messaging. If you download the tasks, the recipient lists will automatically pre-populate.
2. Alternatively, if you prefer, you can use this Word document to copy/paste the content into an email blast in your fundraising software. Whichever method you choose is up to you and the recommended content is the same. If you choose this option, you will find two recipient lists created under Recommended Filters in the Contact section of your database that can be used at any point regardless of which elements of the plan you use:
3. Year-end (YE) Non-donors and Cold-lapsed donors (last gift date greater than December 31, 2018).
4. Year-end (YE) Active and Warm-lapsed donors (last gift date not within 60 days and last gift date less than January 1, 2019).

# Direct Mail Templates

Implementing a multi-channel fundraising appeal is the most effective way to reach your fundraising goals. A multi-channel approach takes advantage of a variety of communication tools rather than relying on only one communication tool for the entire campaign. To do so, we recommend including a mix of print and digital communications. With the effectiveness of online fundraising tools, it is sometimes tempting to dismiss a direct postal mail appeal because of the expense and time it takes. However, postal mail appeals are still a very effective tool to reach your donor and prospective donor audience – and if you have missing, unsubscribed, or bounced email addresses, direct postal mail may be the only means for engaging some of your supporters.

**Network for Good recommends that the direct mail appeal be sent early in the campaign cycle, such as mid-November, for several reasons:**

1. The delivery and turnaround time on direct mail is unpredictable.
2. Mail correspondence increases during the holiday season and your direct appeal could get delayed.
3. If you send the first one early, this allows time for you to send a second, follow-up appeal in mid-December to the smaller group of donors who gave last year but did not yet respond to your first appeal.
4. By sending out your direct mail appeal first, you can be sure that you are not inadvertently asking anyone who has already made a gift to your year-end campaign.

*Important Reminders:*

1. Two or more pages printed front and back are appropriate for a direct mail appeal.
2. Serif fonts (like Times New Roman or Garamond) are recommended for print.
3. 14-font is more effective than smaller fonts. A larger font is also more accessible for any vision impaired contacts.
4. Help your envelope stand-out with photos, color paper, larger size, an intriguing question or invitation.
5. A return envelope with a buck slip (a reply card to insert) is recommended – rather than a remittance envelope with the donor reply information pre-printed on the flap.

**NOTE: In the templates, the words highlighted in green indicate the need to use “Merge Tags” in the donor management system. Words highlighted in yellow indicate the sections where you provide information specific to your organization.**

# Direct Mail Templates:

**Direct Mail #1**

**(*to be sent mid-to-late November*)**

Dear \*|First Name|\*,

I hope that this letter finds you and your loved ones staying safe and well.

I’m writing today because I know you care about {mission area or beneficiaries being served}. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

But I do know that your generosity makes it possible to {mission impact} for people like {Beneficiary Name}.

**[And thanks to a generous donor,** **all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**]

Will you make a gift today so that {Beneficiary Name} can {find a solution}?

{Beneficiary Name} {verb describing connection joined/reached out/came to us} {timeframe}.

{Share more of this specific beneficiary’s story. Why did they reach out? What were they feeling? What were they hoping for?}

**{Beneficiary} needs {solution}.**

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time – with a gift today.

Your gift today will {describe the solution to the problem beneficiary faces}.

**You can help {beneficiary}!**

Your gift right now will {describe the solution to the problem ‘beneficiary’ faces}.

**Remember, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support {mission impact} through a gift to \*|Organization Name|\*.

*With just {$}, you will {impact of gift}.*

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**Can {Beneficiary} count on your {$} gift today?**

Thanks in advance for your contribution.

With gratitude,

{Name}

{Title}

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at {website address}.

**Sample Direct Mail #1 Letter**

Dear Jane,

I hope that this letter finds you and your loved ones staying safe and well.

I’m writing today because I know you care about the health and well-being of our community. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

But I do know that your generosity makes it possible to provide medical services to those in need, like Maria.

**And thanks to a generous donor, all contributions made before December 31 will be matched—that means your gift and your impact will be doubled!**

Will you make a gift today so that Maria can get the medical services she needs?

Maria first arrived at the clinic with swollen hands and feet, but otherwise sorely underweight. Something was desperately wrong.

She hadn’t felt well in some time, but after losing her job because of COVID-19 layoffs, she had no insurance and no money to see a doctor. Her unemployment benefits barely covered rent and food. Not to mention the added expense of having her three children home in the sweltering heat and on the internet all day. Her electric bill had more than doubled since May.

When I heard the stress she was under, I knew that she always put herself last. She’d come to the clinic as a last resort. She needed medical attention right away. But her health concerns won’t be managed easily. Maria is receiving the attention she needs, but with the cost of lab work, medication, and follow-up doctor visits, she’ll need ongoing support.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time – with a gift today.

**Your gift today will provide crucial healthcare**

**services to neighbors in Clover County.**

Together we can raise awareness of the systems of oppression and neglect that leave too many behind—and demand that our work continues.

**And thanks to a generous donor, all contributions made before December 31 will be matched—that means your gift will be doubled!**

**Maria and her neighbors need affordable and accessible healthcare.**

But with mounting job loss and the continued surge in COVID-19 cases in the community, maintaining the necessary safety protocols and the medical and administrative staff to provide services is overwhelming.

**You can help Maria manage her medical needs!**

Your gift of $32 right now will cover the cost of one month of subscription medicine.

**Remember, all contributions made before December 31 will be matched—that means your gift will be doubled!**

As you consider your giving plans for year-end, I hope you will keep healthcare affordable and accessible to our Clover County neighbors through a gift to Clover County Clinic.

*With just $32, you will provide lifesaving medicine to a neighbor in need.*

Your generous gift will give peace of mind to neighbors like Maria who have been laid off and are balancing the pressures of taking care of their health, providing for their children and the need to put food on the table and a roof over their heads. You can give them one less thing to worry about.

**Can Maria count on your $32 gift today?**

Thanks in advance for your contribution.

With gratitude,

Glen Stevens

Executive Director

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at clovercc.org.

**Direct Mail #2**

**(*to be sent mid-December to LYBUNTS*)**

Dear \*|First Name|\*,

I’m writing today because I know you care about {mission area or beneficiaries being served}.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time.

**[And thanks to a generous donor, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!]**

Will you make a gift today so that {describe beneficiaries} can {find a solution}?

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**You can help {beneficiaries}!**

**Remember, all contributions made before {deadline} will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support {mission impact} through a gift to \*|Organization Name|\*.

*With just {$}, you will {impact of gift}.*

**Can {Beneficiaries} count on your gift today?**

Thanks in advance for your contribution.

With gratitude,

{Name}

{Title}

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at {website address}.

**Sample Direct Mail #2 Letter**

Dear Jane,

I’m writing today because I know you care about the health and well-being of our community. With the unpredictable nature of the past year and a half, I don’t know what might happen next.

You joined our community because of the work we do. Your support has been critical to our success. **And we still need you.** That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time.

**And thanks to a generous donor, all contributions made before December 31, will be matched—that means your gift and your impact will be doubled!**

Will you make a gift today so that our uninsured neighbors can get the medical services they need?

Your generous gift will give peace of mind to neighbors who have been laid off and are balancing the pressures of taking care of their health, providing for their children and the need to put food on the table and a roof over their heads. You can give them one less thing to worry about.

**Remember, all contributions made before December 31 will be matched—that means your gift and your impact will be doubled!**

As you consider your giving plans for year-end, I hope that you will support the health and well-being of Clover County through a gift to the Clover County Clinic.

*With just $32, you will provide a month of medicine for a neighbor.*

**Can your neighbor count on your gift today?**

Thanks in advance for your contribution.

With gratitude,

Glen Stevens

Executive Director

P.S. Monthly donations budget your gift—for you and us! Please consider making a secure, automatic recurring contribution by visiting our website at clovercc.org.

# Full Year-End Engagement Plan for Online Task List If you choose to download every part of the plan, this is what your task list will look like. Please note that in the tasks section of your fundraising software, you can change who the task is assigned to and the due date if you want to.

**Download 1:** **Gearing Up:**

* Available for download from Oct 20 – Nov 11
* Communications have been designed to be sent out between Nov 1 – Nov 25
* Stories of Impact lead-up
* Thanksgiving
* Hanukkah - 11/29 to 12/6
* Social post and text messaging list one-task

**Download 2: Giving Tuesday**

* Available for download from Nov 12 – Nov 30
* Communications have been designed to be sent out the week of Giving Tuesday Nov 26 – Dec 4 (GT is Nov 30)
* Giving Tuesday prep
* Giving Tuesday day-of direct e-Appeal
* Giving Tuesday thank you
* Social post and text messaging one-task

**Download 3**: **Early to mid-December**

* Available for download from Dec 1 – 15
* Communications have been designed to be sent out between Dec 10 – Dec 25
* Stories of Impact
* Direct e-Appeal – stories of need
* Happy Holidays
* Social post and text messaging list

**Download 4**: **Year-End**

* Available for download from Dec 16 – Dec 31 – *4-6 total tasks per prospect list*
* Communications have been designed to be sent out between Dec 28 – Dec 31
* Direct e-Appeals – story of need
* Social post and text messaging list

# Digital Communication Templates – For Active and Recently-lapsed Donors:

## Download 1: Gearing Up

*Available October 20 – Nov 11*

*To be used between November 1 – November 25*

**Social Post**

**Social 1**

Shout out to all our volunteers, supporters, and donors for their generosity – helping us to keep the good going – so good things happen.

**Text Message**

**Text 1**

Today I give thanks for your generous support for \*|Organization Name|\*.

**May you and your loved ones enjoy a Happy Thanksgiving!**

**Email 1: Story of Impact**

Dear \*|First Name|\*,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening, *thanks to you.*

You’ve been such a great supporter of {mission/cause} that I wanted to let you know the difference you’ve made.

Just this year, your generosity made it possible {beneficiaries of mission} {mention benefits or services received}.

I’d especially like you to meet {Beneficiary Name}.

{Tell this person’s back story – what brought them to your organization and how were they helped.}

Your investment in {beneficiaries} is an investment in

* {Positive outcome of mission}
* {Positive outcome of mission}
* {Positive outcome of mission}

Together we’ll keep the good going until {vision}.

With gratitude,

{Name}

{Title}

P.S. Please take a moment to share why you support \*|Organization Name|\* by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 1***

Dear Sally,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening, *thanks to you.*

You’ve been such a great supporter of our young women that I wanted to let you know the difference you’ve made.

Just this year, your generosity made it possible for more than 50 middle- and high-school girls who need mentors and support to overcome obstacles and to become strong, confident young women.

I’d especially like you to meet Jennifer.

When Jennifer first came to Girls Who Rule, she had just moved to the district. In her previous school, she’d been bullied and struggled academically. Her mother wanted to give her a fresh start. Jennifer was hesitant and sat apart, alone.

As the weeks past, Jennifer made friends, smiled more, and soon became a group leader. Her grades have improved, she’s begun to tutor younger students in math, and she’s even decided to run for Class President.

Your investment in young women is an investment in young women like Jennifer. And I know, together we will:

* Eliminate the bullying that happens too often in middle school.
* Empower young women to be all they can be—academically, socially and culturally.
* Engage our young women to be future leaders.

Together we’ll keep the good going until every young girl realizes that she can be a Girl Who Rules!

With gratitude,

Kyra Singh

Executive Director

P.S. Please take a moment to share why you support Girls Who Rule today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 2: Story of Impact**

Dear \*|First Name|\*,

Today I’d like you to meet {Beneficiary’s name}. {Explain this person’s story. How did the person feel at the beginning? How has the person’s circumstances changed?}

You have already made a difference in {Beneficiary’s name}’s life and the lives of {beneficiaries} just like her. You’ve made it possible for them to:

* {Program elements}
* {Impact of programs}
* {Attitudes, characteristics, feelings that result from program}.

These {beneficiaries} {describe impact of program in their lives}. {Provide details of Beneficiary’s success - the current situation that demonstrates impact of the program.}

Thank you for the difference you have made for {beneficiaries}!

With gratitude,

{Name}

{Title}

P.S. Please take a moment to share the good happening today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 2***

Hi Sally,

**Today I’d like you to meet Nyssa.** At just 14-years-old, she suffered from anxiety and very low self-esteem. A victim of bullying, Nyssa endured constant teasing that led to poor academic performance and a lack of confidence.

You have already made a difference in Nyssa’s life and the lives of young girls just like her. You’ve made it possible for them to:

* Enjoy fun, interactive workshops and seminars that support self-esteem
* Build friendships among workshop attendees
* Benefit from interactions with successful female mentors

These girls show a measurable change in their confidence and ambition after graduating from our programs. They go on to positively impact their schools and communities.

Nyssa is now on the Honor Roll, an active environmentalist and founder of an anti-bullying program at her high school. As a proud alum of Girls Who Rule, she is making a difference in the Lakeview area – thanks to donors like you!

Thank you for the difference you have made for our girls!

With gratitude,

Kyra Singh

Executive Director

P.S. Please take a moment to share the good happening today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 3: Thanksgiving**

Today I give thanks for your generous support for \*|Organization Name|\*.

**May you and your loved ones enjoy a Happy Thanksgiving!**

**Email 4: Jewish Hannukah**

As you celebrate Hanukkah, be blessed with the knowledge that your light has touched others. May this Festival of Lights also be a festival of hope, happiness and health for you and your loved ones.

**Happy Hanukkah!**

## Download 2: Giving Tuesday

*Available November 12 – 30*

*To be used November 26 – December 4*

**Social Posts**

**Social 1**

\*|Organization Name|\* remains committed to {mission focus}. You can show the power of collective generosity this #GivingTuesday by texting the word GIVE to {xxx-xx-xxxx}. Thanks in advance!

***Sample Social 1***

Pathfinder Progress remains committed to preparing young Black men for meaningful and long-term employment. You can show the power of collective generosity this #GivingTuesday by texting the word GIVE to 345-67-8910. Thanks in advance!

**Social 2**

We can’t do this important work of {mission} without the generosity of donors who care about {cause or beneficiaries}. Please support our goal to raise {Goal Amount} by #GivingTuesday, November 30. Your generous gift today will {impact of donation if you raise total amount – think of tangible and intangible impact}. Please donate today.

***Sample Social 2***

We can’t do this important work of training and job placement for adults living with mental illness without the generosity of donors who care about providing opportunity and hope. Please support our goal to raise $5000 on or before #GivingTuesday. Your generous gift today will allow us to upgrade our technology, but more importantly provide peace of mind for those struggling to find employment during this trying time. Please donate today.

**Social 3**

If you want to become part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

***Sample* *Social 3***

If you want to become part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

**Text Messages**

**Text 1**

We’re #DoingGood today and every day to {mission}. Join the Global Day of Generosity this #GivingTuesday, and together we can show the collective power of good. Reply GIVE to make a gift today.

***Sample* *Text 1***

We’re #DoingGood today and every day to encourage young girls to lean into their power. Join the Global Day of Generosity this #GivingTuesday, and together we can show the collective power of good. Reply GIVE to make a gift today.

**Text 2**

If you want to be part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

***Sample* *Text 2***

If you want to be part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

**Email 1: Pre-Giving Tuesday**

Subject Line: \*|First Name|\*, let’s keep the good going!

Hello \*|First Name|\*,

*Sometimes doing good work can feel isolating*, like we’re facing a giant mountain alone. But on #GivingTuesday, nonprofits across the globe show the power of collective generosity in the social sector. To declare we aren’t alone! Your generous support of \*|Organization Name|\* has shown how much you care. Thank you.

\*|First Name|\*, I’m reaching out today with the hope that you will join us on #GivingTuesday to keep the good going. Remember {names of beneficiaries you’ve shared stories about in the past few weeks}? They {positive result of mission impact}, empowered by the generosity of others.

**You can feel the power of being one among millions creating change, by making a gift to \*|Organization Name|\* today.**

And we’ll witness the power of collective generosity as, together, we change the world.

Let’s be the change,

{Name}

{Title}

P.S. Please share our #GivingTuesday posts on {social media platforms you use} to encourage your friends and family to feel the power of collective generosity.

***Sample* *Email 1: Pre-Giving Tuesday***

Hi Jane,

*Sometimes doing good work can feel isolating*, like we’re facing a giant mountain alone. But on #GivingTuesday, nonprofits across the globe show the power of collective generosity in the social sector. To declare we aren’t alone! Your generous support of Girls Who Rule! has shown how much you care. Thank you.

Jane, I’m reaching out today with the hope that you will join us on #GivingTuesday to keep the good going. Remember Jennifer and Nyssa? They have grown into strong, independent young women, empowered by the generosity of others.

**You can feel the power of being one among millions creating change, by making a gift to Girls Who Rule today.**

And together we’ll witness the power of collective generosity as we change the world.

Let’s be the change,

Kyra Singh

Executive Director

P.S. Please share our #GivingTuesday posts on Facebook and Instagram to encourage your friends and family to feel the power of collective generosity.

**Group Video 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! I’m reaching out today to ask for your support once again for {beneficiaries}. Our goal is to raise {Goal Amount} on or before #GivingTuesday, November 30. 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 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! I’m reaching out today to ask for your support once again for those living with mental illness. Our goal is to raise $5000 on or before #GivingTuesday. Your generous gift today will allow us to upgrade our technology, but more importantly 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.

**Email 2: Morning of Giving Tuesday**

Subject Line: Today isn’t the only day, \*|First Name|\*, but it sure is a good one!

Hi \*|First Name|\*,

You’ve heard from me, and possibly others—today is #GivingTuesday—a day to celebrate the power of collective generosity.

**[If still applicable: And thanks to a generous donor, all contributions {made before midnight} will be matched—that means your gift and your impact will be doubled!**]

*So, today isn’t the only day to give, but it sure is a good one*!

You’ve given generously before, thank you!

If you can give again today to support {beneficiary and mission impact}, thank you!

Generous supporters like you have already raised {$} to {solution}.

Will you join them once again?

**A gift of {$} will make a world of difference for {Beneficiary}.**

**[If still applicable: Remember, any gift made today will be doubled thanks to a generous donor.]**

**Can they count on you?**

BUTTON: [Yes, double my gift today!]

With gratitude,

{Name}

{Title}

P.S. Monthly donations help to budget your gift — for you and us! Please consider making a recurring contribution by clicking here.

***Sample Email 2: Morning of Giving Tuesday***

Good evening Jane,

You’ve heard from me, and possibly others—today is #GivingTuesday—a day to celebrate the power of collective generosity.

**And thanks to a generous donor, all contributions made before midnight will be matched—that means your gift will be doubled!**

*So, today isn’t the only day to give, but it sure is a good one*!

You’ve given generously before, thank you!

If you can give again today to support a young man like Terrence on his way to self-sufficiency, thank you!

Generous supporters like you have already raised $4200 to empower young men with the skills they need to be fully employed. Will you join them once again?

**A gift of $50 will make a world of difference for Terrence.**

**Remember, any gift made today will be doubled thanks to a generous donor.**

**Can they count on you?**

BUTTON: [Yes, double my gift today!]

With gratitude,

Susan Smith

Executive Director

P.S. Monthly donations help to budget your gift — for you and us! Please consider making a recurring contribution by clicking here.

**Group Video 2**

Greetings from {Name} at \*|Organization Name|\*.

You know as well as I do, times are tough right now for so many. But for {beneficiaries} we serve, this pandemic is a heavy burden to bear.

Helping them to stay hopeful and {mission work} is a daily effort. I’m reaching out to you today because I know you care, too. And I could use your support.

More importantly, these {beneficiary group} need you to stand with them. Please visit our website or text the word GIVE to {xxx-xxx-xxxx} or hit the link in the message you received, to make a donation today. Thank you!

***Sample Group Video 2***

Greetings from Kyle at Pathfinders Progress.

You know as well as I do, times are tough right now for so many. But for the young men we serve, this pandemic is a heavy burden to bear. Helping them to stay hopeful and to keep finding their path to fulfillment and sustainability is a daily effort.

I’m reaching out to you today because I know you care, too. And I could use your support.

More importantly, these young men need you to stand with them. Please visit our website or text the word GIVE to 123-45-6789 or hit the link in the message you received, to make a donation today. Thank you!

**Email 3: Afternoon of Giving Tuesday**

Subject line: \*|First Name|\*, don’t miss this great opportunity!

\*|First Name|\*,

If you want to become part of the change you hope to see in our community…don’t miss this great opportunity to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

*Thanks to our donors, we are {%} of the way towards our {$} goal.*

**You can keep the momentum and the good going with a gift today!**

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

P.S. When you set up a monthly recurring donation (link here), you’ll keep the good going!

***Sample Email 3: Afternoon of Giving Tuesday***

Jane,

If you want to become part of the change you hope to see in our community…don’t miss this great opportunity to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

*Thanks to our donors, we are 72% of the way towards our $12,000 goal.*

**You can keep the momentum and the good going with a gift today!**

BUTTON: [Give Now]

Thanks in advance,

Jill Pera

Board Chair

P.S. When you set up a monthly recurring donation (link here), you’ll keep the good going!

## Download 3: Early to mid-December

*Available December 1 – 15*

*To be used December 10 – December 25*

**Social Posts**

**Social 1**

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission} possible. Our goal is to raise {Goal Amount} by {10 days from Day 1 – Campaign End Date}. Thanks in advance for helping {impact of donation}. Link to giving page

***Sample Social 1***

Join me today in supporting adults living with mental health diagnoses with a donation to Pathways Services. The generous support from our community makes skills training and job placement possible. Our goal is to raise $5000 by December 31. Thanks in advance for helping us to upgrade our technology to provide opportunity and hope to our members. Link to giving page

**Social 2**

Did you know you could make a **BIG** difference in the fight for {cause/mission} with a **LITTLE** monthly gift of {Amount}. **Join a community of monthly donors who are committed to {big picture impact/vision of gift}.** Subscribe to **keep the GOOD going** here.

***Sample Social 2***

Did you know you could make a **BIG** difference in the fight for accessible medical care with a **LITTLE** monthly gift of $20.21. **Join a community of monthly donors who are committed to ending inequitable access to healthcare.** Subscribe to **keep the GOOD going** here.

**Social 3**

We can’t {problem to solve} overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a community of monthly donors who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

***Sample Social 3***

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a community of monthly donors who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

**Text Messages**

**Text 1**

We are #DoingGood! 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 Text 1***

We are #DoingGood! 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

**Text 2**

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 2***

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

**Email 1: Story of Impact**

**NOTE: If your organization has sent the Stories of Impact from the Gearing Up section of the Year-end Engagement Plan, you could move directly into the Story of Need from Email #2 in this section. The template and sample are the identical.**

Dear \*|First Name|\*,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and, while challenging, there’s also all the good that’s been happening, *thanks to you.*

You’ve been such a great supporter of {mission/cause} that I wanted to let you know the difference you’ve made.

Just this year, your generosity made it possible {beneficiaries of mission} {mention benefits or services received}.

I’d especially like you to meet {Beneficiary Name}.

{Tell this person’s back story – what brought them to your organization and how were they helped.}

Your investment in {beneficiaries} is an investment in

* {Positive outcome of mission}
* {Positive outcome of mission}
* {Positive outcome of mission}

Thank you for joining us on this journey to {mission/vision}.

With gratitude,

{Name}

{Title}

P.S. Please take a moment to share why you support \*|Organization Name|\* by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 1: Story of Impact***

Dear Sally,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and, while challenging, there’s also all the good that’s been happening, *thanks to you.*

You’ve been such a great supporter of our young women that I wanted to let you know the difference you’ve made.

Just this year, your generosity made it possible for more than 50 middle- and high-school girls who need mentors and support to overcome obstacles and to become strong, confident young women.

I’d especially like you to meet Jennifer.

When Jennifer first came to Girls Who Rule, she had just moved to the district. In her previous school, she’d been bullied and struggled academically. Her mother wanted to give her a fresh start. Jennifer was hesitant and sat apart, alone.

As the weeks past, Jennifer made friends, smiled more, and soon became a group leader. Her grades have improved, she’s begun to tutor younger students in math, and she’s even decided to run for Class President.

Your investment in young women is an investment in young women like Jennifer. And I know, together we will:

* Eliminate the bullying that happens too often in middle school.
* Empower young women to be all they can be—academically, socially and culturally.
* Engage our young women to be future leaders.

Thank you for joining us on this journey to create a school community filled with Girls Who Rule!

With gratitude,

Kyra Singh

Executive Director

P.S. Please take a moment to share why you support Girls Who Rule today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 2: Story of Need**

Subject line: \*|First Name|\*, we’re committed to doing good!

Hello \*|First Name|\*,

I write to you today because I trust you care.

You are part of our community because you believe in {mission}.

We remain committed to this cause—until {vision}.

At \*|Organization Name|\* our mission to {state simple mission} has not changed. We’ve been working to make change for {beneficiaries} in the middle of all that this pandemic has thrown our way.

Your support has been critical to our success. **And we still need you.**

That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time with a donation today.

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**[Thanks to a generous donor, all contributions made {before deadline} will be matched—that means your gift and your impact will be doubled!]**

With physical distancing, you may not be able to see the difference you are making first-hand today, but let me tell you, YOU ROCK! {or adjective like wonderful, amazing}

*Will you join me today in making a gift that will have a positive impact on {beneficiaries} all year?*

Together, we can do so much more in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

P.S. *Be the change you want to see in the world with a monthly donation to {mission impact}.*Click here.

***Sample* *Email 2: Story of Need***

Hello Jane,

I write to you today because I trust you care.

You are part of our community because you believe in empowering young men to become self-sufficient.

We remain committed to this cause—until every person is treated with the equity and equality they deserve. While we work for lasting, systemic change, we also continue to serve those who have yet to be treated equitably and equally.

At Pathfinders Progress, our mission to uplift young men has not changed. We’ve been working to make change for them, even in the middle of all that this pandemic has thrown our way.

Your support has been critical to our success. **And we still need you.**

That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time with a donation today.

Your generous gift will ensure that young men will receive workforce development training, be introduced to a network of potential employers, and find the dignity that comes from becoming self-sufficient.

**Thanks to a generous donor, all contributions made before midnight will be matched—that means your gift and your impact will be doubled!**

With physical distancing, you may not be able to see the difference you are making first-hand today, but let me tell you, YOU ROCK!

*Will you join me today in making a gift that will have a positive impact on young men in Chicago all year?*

Together, we can do so much more in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

Mike Smith

Board Chair

P.S. *Be the change you want to see in the world with a monthly donation to empower young men in Chicago. Click here.*

**Email 3: Story of Need**

Subject line: \*|First Name|\* will you keep the good going?

Hi \*|First Name|\*,

Today I’d like to share 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}.

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

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

That’s why I’m inviting you to keep the good going today. Your thoughtful gift will:

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

**With just {$ amount} you can {impact of donation}. Can I count on you today?**

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

**P.S. For as little as {$Amount} a day, you’ll join a community of monthly donors who {mission impact} and make a world of difference. Click HERE.**

***Sample Email 3: Story of Need***

Hi Marilynn,

Today I’d like to share the story of Ruth.

While Ruth has found the medical care she needs, and great progress has been made in providing medical attention for others, your support is key to offering consistent health education and medical services to the under- and uninsured in Jacksonville.

The truth is, Ruth is not alone. Every day, dozens of our neighbors call or show up on our doorstep looking for help – to buy medicine, check on chronic illness, and handle acute medical concerns.

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

That’s why I’m inviting you to keep the good going today. Your thoughtful gift will:

* Provide access to medical professionals for those who need it.
* Encourage consistent management of chronic conditions to avoid the need for acute services.
* Build a community of non-judgmental support and inclusion.

You can support the health and wellness of under- and uninsured children and adults. Your generosity will provide for the education programs and medical attention provided by the Jacksonville Volunteer Clinic.

**With just $20.21 a month, you can offer health and wellness to our neighbors. Can I count on you today?**

BUTTON: [Give Now]

Thanks in advance,

Nancy Kane

Executive Director

**P.S. For as little as 67₵ a day, join a community of monthly donors who ensure access to medical attention for every neighbor. Click HERE.**

**Group Video 1**

Hi, it’s {Name of speaker} from \*|Organization Name|\*. Today I’d like to take a 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. We have a goal to raise {Goal Amount} to {mission impact} for others like {Name of Beneficiary}. I hope that they can count on you today. Will you make a gift of {$Amount} to support {mission/cause}? Please visit our website or text the word GIVE to {xxx-xx-xxxx}. Thanks in advance for your generosity.

***Sample Group Video 1***

Hi, it’s Grace from Pathways Services. Today I’d like to take a 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. Because of generous donors, we were able to provide initial support 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. We have a goal to raise $5000 to upgrade our technology for others like Sally. 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? Please visit our website or text the word GIVE to 345-67-8910. Thanks in advance for your generosity.

**Email 5: Happy Holidays**

**May the joy, peace and love of the holiday season be yours today and into the New Year!**

**Happy Holidays!**

## Download 4: Year-End

*Available December 16 – 31*

*To be used Dec 28 – Dec 31*

**Social Posts**

**Social 1**

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

***Sample******Social 1***

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our goal is to raise $5,000 by December 31. Can they count on you? Link to giving page

**Social 2**

Say Farewell 2021! With a gift to empower {beneficiaries} with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

***Sample Social 2***

Say Farewell 2021! With a gift to empower young girls with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

**Text Messages**

**Text 1**

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

***Sample******Text 1***

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our goal is to raise $5,000 by December 31. Can they count on you? Link to giving page

**Text 2**

Say Farewell 2021! With a gift to empower {beneficiaries} with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

***Sample Text 2***

Say Farewell 2021! With a gift to empower young girls with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

**Email 1**

Subject line: {Beneficiary Name} still needs help finding her voice.

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 {recipients} in {area/region}. Please make a gift today to support {recipients} in the New Year—and beyond.

BUTTON: [Give Now]

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. Click here.

***Sample Email 1***

Hi Jane,

You still have an opportunity to empower a young girl like Stacey to find her voice and transform her life.

Every dollar you give today will be put to good use through empowerment kits, afterschool programs, and mentoring opportunities.

Together, we can do so much more for young girls in Lakeview. Please make a gift today to support them in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

Tammy Jones

Program Officer

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. Click here.

**Email 2**

Subject line: \*|First Name|\*—are you ready for 2022?

Hi \*|First Name|\*,

What better way to say goodbye to 2021 and welcome in 2022 than by making a gift right now to {verb} {beneficiaries} {impact}!

Because of your generosity, {beneficiaries} will start the year {activities and impact}.

And if we make it to our {$} fundraising goal, {bigger organization wide goal related to mission/vision}.

And if we can make it to our {$} fundraising goal, we’ll {program element} and {beneficiaries} will continue to {mission impact}.

BUTTON: [Give Now]

Thanks in advance for being so generous.

I hope you enjoy a wonderful New Year!

{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.

***Sample Email 2***

Hi Jane,

What better way to say goodbye to 2021 and welcome in 2022 than by making a gift right now to empower young men through life-affirming workforce development!

Because of your generosity, young men will start the year gaining the skills they need to enter the workforce and begin their journey towards self-sufficiency.

And if we make it to our $10,000 fundraising goal, we’ll be positioned to add one 10-man cohort to the schedule – and more young men in Chicago will continue to find their path.

BUTTON: [Give Now]

Thanks in advance for being so generous.

I hope you enjoy a wonderful New Year!

Craig Nelson

Director of Advancement

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.

**Email 3**

Subject line: \*|First Name|\*, are you looking for a great way to say goodbye to 2021?

Hey \*|First Name|\*,

You can finish 2021 on a positive note!

With a {$} gift today, you will {impact of gift – make it match the amounts you are asking for – a particular problem they will solve with the gift}.

[*Optional addition if you have a matching gift*: Thanks to a generous donor, all contributions made before midnight will be matched—**that means your gift and your impact will be doubled!** And {mission impact}.]

Not to mention, you’ll push us towards our {$} goal! And that means \*|Organization Name|\* will be positioned to empower {#} of {beneficiaries} in 2022.

Remember:

* {bullet point 3 gift amounts by impact area}
* {bullet point 3 gift amounts by impact area}
* {bullet point 3 gift amounts by impact area}

Thank you for all that you have done already to support {beneficiaries or mission area}. Can I count on you for a {$} before midnight to {impact of that gift level}?

We’ve all had an unexpected and uncertain two years – and we’re wishing you and yours a healthy, safe, and semi-predictable 2022.

BUTTON: [Yes, I want to end 2021 on a positive note!]

Take care,

{Name}

{Title}

P.S. Please consider a monthly donation {link this to your giving page} to make a gift that keeps on giving.

***Sample Email 3***

Hey Jane,

**You can finish 2021 on a positive note!**

With a $35 gift today, you will give a young girl facing a bully that tools and courage she needs to use her voice. Through the afterschool workshop series, I’ve seen girls stand taller, speak louder, and know that they don’t have to put up with the classroom or neighborhood bully.

Thanks to a generous donor, all contributions made before midnight will be matched—**that means your gift and your impact will be doubled!** And more young girls will be empowered!

Not to mention, you’ll push us towards our $10,000 goal! And that means Girls Who Rule will be positioned to empower 210 girls through our afterschool program in 2022.

Remember:

**$35 Provides a Girls Who Rule empowerment kit to a middle-school girl**

**$100 Sponsors one girl at our mind-blowing Girls Who Rule self-esteem workshop**

**$625 Celebrates every girl we helped this year**

Thank you for all that you have done already to support the young girls in our community. Can I count on you for a $35 before midnight to provide an empowerment kit to a middle-school girl?

We’ve all had an unexpected and uncertain year – and we’re wishing you and yours a healthy, safe, and semi-predictable 2022.

BUTTON: [Yes, I want to end 2021 on a positive note!]

Take care,

Jill Smith

Executive Director

P.S. Please consider a monthly donation {link this to your giving page} to make a gift that keeps on giving.

# Digital Communication Templates – For Non-donors and Long-lapsed Donors

## Download 1: Gearing Up

*Available October 20 – Nov 11*

*To be used between November 1 – November 25*

**Social Post**

**Social 1**

Shout out to all our volunteers, supporters, and donors for their generosity – helping us to keep the good going – so good things happen.

**Text Message**

**Text 1**

In gratitude for all our generous supports…

**May you and your loved ones enjoy and Happy Thanksgiving!**

**Email 1: Story of Impact**

Dear \*|First Name|\*,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening*.*

Just this year, generous donors have made it possible for {beneficiaries of mission} {mention benefits or services received}.

I’d like you to tell you about {Beneficiary Name}.

{Tell this person’s back story – what brought them to your organization and how were they helped.}

An investment in {beneficiaries} is an investment in young women like {beneficiary}. Thanks to our community of support, {Positive outcome of mission}, {Positive outcome of mission}, {Positive outcome of mission}

Together we will keep the good going until {vision}.

Sincerely,

{Name}

{Title}

P.S. Please take a moment to share why you like \*|Organization Name|\* by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 1: Story of Impact***

Dear Sally,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening*.*

Just this year, generous donors have made it possible for more than 50 middle- and high-school girls who need mentors and support to overcome obstacles and to become strong, confident young women.

I’d like you to tell you about Jennifer.

When Jennifer first came to Girls Who Rule, she had just moved to the district. In her previous school, she’d been bullied and struggled academically. Her mother wanted to give her a fresh start. Jennifer was hesitant and sat apart, alone.

As the weeks past, Jennifer made friends, smiled more, and soon became a group leader. Her grades have improved, she’s begun to tutor younger students in math, and she’s even decided to run for Class President.

An investment in young women is an investment in young women like Jennifer. Thanks to our community of support, we continue to:

* Eliminate the bullying that happens too often in middle school.
* Empower young women to be all they can be—academically, socially and culturally.
* Engage our young women to be future leaders.

Together we’ll keep the good going until everyone knows Girls Who Rule!

With gratitude,

Kyra Singh

Executive Director

P.S. Please take a moment to share why you like Girls Who Rule today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 2: Story of Impact**

Dear \*|First Name|\*,

Today I’d like you to meet {Beneficiary’s name}. {Explain this person’s story. How did the person feel at the beginning? How has the person’s circumstances changed?}

Thanks to generous donors and supporters, the lives of {Beneficiary’s name} and {beneficiaries} just like her {positive impact}. They’ve:

* {Program elements}
* {Impact of programs}
* {Attitudes, characteristics, feelings that result from program}.

These {beneficiaries} {describe impact of program in their lives}. {Provide details of Beneficiary’s success - the current situation that demonstrates impact of the program.}

We’re going to keep doing good and are grateful that you’ve joined us on this journey.

Sincerely,

{Name}

{Title}

P.S. Please take a moment to share the good happening today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 2: Story of Impact***

Hi Sally,

**Today I’d like you to meet Nyssa.** At just 14-years-old, she suffered from anxiety and very low self-esteem. A victim of bullying, Nyssa endured constant teasing that led to poor academic performance and a lack of confidence.

Thanks to generous supporters and donors, Nyssa’s life and the lives of young girls just like her. They:

* Enjoy fun, interactive workshops and seminars that support self-esteem
* Build friendships among workshop attendees
* Benefit from interactions with successful female mentors

These girls show a measurable change in their confidence and ambition after graduating from our programs. They go on to positively impact their schools and communities.

Nyssa is now on the Honor Roll, an active environmentalist and founder of an anti-bullying program at her high school. As a proud alum of Girls Who Rule, she is making a difference in the Lakeview area!

We’re going to keep doing good and are grateful that you’ve joined us on this journey.

Sincerely,

Kyra Singh

Executive Director

P.S. Please take a moment to share the good happening today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 3: Thanksgiving**

Today I give thanks for your generous support for \*|Organization Name|\*.

**May you and your loved ones enjoy a Happy Thanksgiving!**

**Email 4: Jewish Hannukah**

As you celebrate Hanukkah, may this Festival of Lights also be a festival of hope, happiness and health for you and your loved ones.

**Happy Hanukkah!**

## Download 2: Giving Tuesday

*Available November 12 – 30*

*To be used November 26 – December 4*

**Social Posts**

**Social 1**

\*|Organization Name|\* remains committed to {mission focus}. You can show the power of collective generosity this #GivingTuesday by texting the word GIVE to {xxx-xx-xxxx}. Thanks in advance!

***Sample Social 1***

Pathfinder Progress remains committed to preparing young Black men for meaningful and long-term employment. You can show the power of collective generosity this #GivingTuesday by texting the word GIVE to 345-67-8910. Thanks in advance!

**Social 2**

We can’t do this important work of {mission} without the generosity of donors who care about {cause or beneficiaries}. Please support our goal to raise {Goal Amount} on or before #GivingTuesday, November 30. Your generous gift today will {impact of donation if you raise total amount – think of tangible and intangible impact}. Please donate today.

***Sample Social 2***

We can’t do this important work of training and job placement for adults living with mental illness without the generosity of donors who care about providing opportunity and hope. Please support our goal to raise $5000 on or before #GivingTuesday. Your generous gift today will allow us to upgrade our technology, but more importantly provide peace of mind for those struggling to find employment during this trying time. Please donate today.

**Social 3**

If you want to become part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

***Sample Social 3***

If you want to become part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

**Text Messages**

**Text 1**

We’re #DoingGood today and every day to {mission}. Join the Global Day of Generosity this #GivingTuesday, and together we can show the collective power of good. Reply GIVE to make a gift today.

***Sample Text 1***

We’re #DoingGood today and every day to encourage young girls to lean into their power. Join the Global Day of Generosity this #GivingTuesday, and together we can show the collective power of good. Reply GIVE to make a gift today.

**Text 2**

If you want to be part of the change you hope to see in our community…If you have a Fear of Missing Out (FOMO) on being part of the solution… If you want to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

***Sample Text 2***

If you want to be part of the change you hope to see in our community…If you have a Fear Of Missing Out (FOMO) on being part of the solution… If you want to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

**Email 1: Pre-Giving Tuesday**

Subject Line: \*|First Name|\*, let’s keep the good going!

Hello \*|First Name|\*,

*Sometimes doing good work can feel isolating*, like we’re facing a giant mountain alone. But on #GivingTuesday, nonprofits across the globe show the power of collective generosity in the social sector. To declare we aren’t alone! You joined our community because you care about {beneficiaries}.

\*|First Name|\*, I’m reaching out today with the hope that you will join us on #GivingTuesday to keep the good going. Remember {names of beneficiaries you’ve shared stories about in the past few weeks}? They {positive result of mission impact}, empowered by the generosity of others.

**You can feel the power of being one among millions creating change, by making a gift to \*|Organization Name|\* today.**

And we’ll witness the power of collective generosity as, together, we change the world.

Let’s be the change,

{Name}

{Title}

P.S. Please share our #GivingTuesday posts on {social media platforms you use} to encourage your friends and family to feel the power of collective generosity.

***Sample Email 1: Pre-Giving Tuesday***

Hi Jane,

*Sometimes doing good work can feel isolating*, like we’re facing a giant mountain alone. But on #GivingTuesday, nonprofits across the globe show the power of collective generosity in the social sector. To declare we aren’t alone! You joined our community because you care about young girls.

Jane, I’m reaching out today with the hope that you will join us on #GivingTuesday to keep the good going. Remember Jennifer and Nyssa? They have grown into strong, independent young women, empowered by the generosity of others.

**You can feel the power of being one among millions creating change, by making a gift to Girls Who Rule today.**

And together we’ll witness the power of collective generosity as we change the world.

Let’s be the change,

Kyra Singh

Executive Director

P.S. Please share our #GivingTuesday posts on Facebook and Instagram to encourage your friends and family to feel the power of collective generosity.

**Group Video 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}. I’m reaching out today to ask for your support once again for {beneficiaries}. Our goal is to raise {Goal Amount} on or before #GivingTuesday, November 30. 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 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. I’m reaching out today to ask for your support once again for those living with mental illness. Our goal is to raise $5000 on or before #GivingTuesday. Your generous gift today will allow us to upgrade our technology, but more importantly 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.

**Email 2: Morning of Giving Tuesday**

Subject Line: Today isn’t the only day, \*|First Name|\*, but it sure is a good one!

Hi \*|First Name|\*,

You’ve heard from me, and possibly others—today is #GivingTuesday—a day to celebrate the power of collective generosity.

**[If still applicable: And thanks to a generous donor, all contributions {made before midnight} will be matched—that means your gift and your impact will be doubled!**]

*So, today isn’t the only day to give, but it sure is a good one*!

If you can give today to support {beneficiary and mission impact}, thank you!

Generous supporters like you have already raised {$} to {solution}.

Will you join them?

**A gift of {$} will make a world of difference for {Beneficiary}.**

**[If still applicable: Remember, any gift made today will be doubled thanks to a generous donor.]**

**Can they count on you?**

BUTTON: [Yes, double my gift today!]

With gratitude,

{Name}

{Title}

P.S. Monthly donations help to budget your gift — for you and us! Please consider making a recurring contribution by clicking here.

***Sample Email 2: Morning of Giving Tuesday***

Good evening Jane,

You’ve heard from me, and possibly others—today is #GivingTuesday—a day to celebrate the power of collective generosity.

**And thanks to a generous donor, all contributions made before midnight will be matched—that means your gift will be doubled!**

*So, today isn’t the only day to give, but it sure is a good one*!

If you can give again today to support a young man like Terrence on his way to self-sufficiency, thank you!

Generous supporters like you have already raised $4200 to empower young men with the skills they need to be fully employed. Will you join them?

**A gift of $50 will make a world of difference for Terrence.**

**Remember, any gift made today will be doubled thanks to a generous donor.**

**Can they count on you?**

BUTTON: [Yes, double my gift today!]

With gratitude,

Susan Smith

Executive Director

P.S. Monthly donations help to budget your gift — for you and us! Please consider making a recurring contribution by clicking here.

**Group Video 2**

Greetings from {Name} at \*|Organization Name|\*.

You know as well as I do, times are tough right now for so many. But for {beneficiaries} we serve, this pandemic is a heavy burden to bear.

Helping them to stay hopeful and {mission work} is a daily effort. I’m reaching out to you today because I know you care, too. And I could use your support.

More importantly, these {beneficiary group} need you to stand with them. Please visit our website or text the word GIVE to {xxx-xxx-xxxx} or hit the link in the message you received, to make a donation today. Thank you!

***Sample Group Video 2***

Greetings from Kyle at Pathfinders Progress.

You know as well as I do, times are tough right now for so many. But for the young men we serve, this pandemic is a heavy burden to bear. Helping them to stay hopeful and to keep finding their path to fulfillment and sustainability is a daily effort.

I’m reaching out to you today because I know you care, too. And I could use your support.

More importantly, these young men need you to stand with them. Please visit our website or text the word GIVE to 123-45-6789 or hit the link in the message you received, to make a donation today. Thank you!

**Email 3: Afternoon of Giving Tuesday**

Subject line: \*|First Name|\*, don’t miss this great opportunity!

\*|First Name|\*,

If you want to become part of the change you hope to see in our community…don’t miss this great opportunity to {verb} {beneficiaries} today—please take a moment to donate to \*|Organization Name|\*. You won’t regret it!

*Thanks to our donors, we are {%} towards our {$} goal.*

**You can keep the momentum and the good going with a gift today!**

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

P.S. When you set up a monthly recurring donation (link here), you’ll keep the good going!

***Sample Email 3: Afternoon of Giving Tuesday***

Jane,

If you want to become part of the change you hope to see in our community…don’t miss this great opportunity to change the trajectory of a young man’s life today—please take a moment to donate to Pathfinders Progress. You won’t regret it!

*Thanks to our donors, we are 72% towards our $12,000 goal.*

**You can keep the momentum and the good going with a gift today!**

BUTTON: [Give Now]

Thanks in advance,

Jill Pera

Board Chair

P.S. When you set up a monthly recurring donation (link here), you’ll keep the good going!

## Download 3: Early to mid-December

*Available December 1 – 15*

*To be used December 10 – December 25*

**Social Posts**

**Social 1**

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|\*. The generous support from our community makes {mission} possible. Our goal is to raise {Goal Amount} by {10 days from Day 1 – Campaign End Date}. Thanks in advance for helping {impact of donation}. Link to giving page

***Sample Social 1***

Join me today in supporting adults living with mental health diagnoses with a donation to Pathways Services. The generous support from our community makes skills training and job placement possible. Our goal is to raise $5000 by December 31. Thanks in advance for helping us to upgrade our technology to provide opportunity and hope to our members. Link to giving page

**Social 2**

Did you know you could make a **BIG** difference in the fight for {cause/mission} with a **LITTLE** monthly gift of {Amount}. **Join a community of monthly donors who are committed to {big picture impact/vision of gift}.** Subscribe to **keep the GOOD going** here.

***Sample Social 2***

Did you know you could make a **BIG** difference in the fight for accessible medical care with a **LITTLE** monthly gift of $20.21. **Join a community of monthly donors who are committed to ending inequitable access to healthcare.** Subscribe to **keep the GOOD going** here.

**Social 3**

We can’t {problem to solve} overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a community of monthly donors who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

***Sample Social 3***

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a community of monthly donors who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

**Text Messages**

**Text 1**

We are #DoingGood! 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 Text 1***

We are #DoingGood! 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

**Text 2**

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 2***

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

**Email 1: Story of Impact**

**NOTE: If your organization has sent the Stories of Impact from the Gearing Up section of the Year-end Engagement Plan, you could move directly into the Story of Need from Email #2 in this section. The template and sample are the identical.**

Dear \*|First Name|\*,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening*.*

Just this year, generous donors have made it possible for {beneficiaries of mission} {mention benefits or services received}.

I’d like you to tell you about {Beneficiary Name}.

{Tell this person’s back story – what brought them to your organization and how were they helped.}

An investment in {beneficiaries} is an investment in young women like {beneficiary}. Thanks to our community of support, {Positive outcome of mission}, {Positive outcome of mission}, {Positive outcome of mission}

Together we will keep the good going until {vision}.

Sincerely,

{Name}

{Title}

P.S. Please take a moment to share why you like \*|Organization Name|\* by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

***Sample Email 1: Story of Impact***

Dear Sally,

As I sit down to write to you today, I’ve been reflecting on what a year it’s been—and all the good that’s been happening*.*

Just this year, generous donors have made it possible for more than 50 middle- and high-school girls who need mentors and support to overcome obstacles and to become strong, confident young women.

I’d like you to tell you about Jennifer.

When Jennifer first came to Girls Who Rule, she had just moved to the district. In her previous school, she’d been bullied and struggled academically. Her mother wanted to give her a fresh start. Jennifer was hesitant and sat apart, alone.

As the weeks past, Jennifer made friends, smiled more, and soon became a group leader. Her grades have improved, she’s begun to tutor younger students in math, and she’s even decided to run for Class President.

An investment in young women is an investment in young women like Jennifer. Thanks to our community of support, we continue to:

* Eliminate the bullying that happens too often in middle school.
* Empower young women to be all they can be—academically, socially and culturally.
* Engage our young women to be future leaders.

Together we’ll keep the good going until everyone knows Girls Who Rule!

With gratitude,

Kyra Singh

Executive Director

P.S. Please take a moment to share why you like Girls Who Rule today by posting a note or picture on your social media page and tag our Facebook, Instagram, Snapchat and/or Twitter accounts.

**Email 2: Story of Need**

Subject line: \*|First Name|\*, we’re committed to doing good!

Hello \*|First Name|\*,

I write to you today because I trust you care.

You are part of our community because you believe in {mission}.

We remain committed to this cause—until {vision}.

At \*|Organization Name|\* our mission to {state simple mission} has not changed. We’ve been working to make change for {beneficiaries} in the middle of all that this pandemic has thrown our way. **And we need you.**

That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult time with a donation today.

Your generous gift will ensure that {beneficiaries} {impact of programs}, {impact of programs}, and {impact of programs}.

**[Thanks to a generous donor, all contributions made {before deadline} will be matched—that means your gift and your impact will be doubled!]**

*Will you join me today in making a gift that will have a positive impact on {beneficiaries} all year?*

Together, we can do so much more in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

P.S. *Be the change you want to see in the world with a monthly donation to {mission impact}.**Click here.*

***Sample Email 2: Story of Need***

Hello Jane,

I write to you today because I trust you care.

You are part of our community because you believe in empowering young men to become self-sufficient.

We remain committed to this cause—until every person is treated with the equity and equality they deserve. While we work for lasting, systemic change, we also continue to serve those who have yet to be treated equitably and equally.

At Pathfinders Progress, our mission to uplift young men has not changed. We’ve been working to make change for them, even in the middle of all that this pandemic has thrown our way. **And we need you.**

That’s why I’m asking you, Jane, to consider supporting our efforts during this incredibly difficult time with a donation today.

Your generous gift will ensure that young men will receive workforce development training, be introduced to a network of potential employers, and find the dignity that comes from becoming self-sufficient.

**Thanks to a generous donor, all contributions made before midnight will be matched—that means your gift and your impact will be doubled!**

*Will you join me today in making a gift that will have a positive impact on young men in Chicago all year?*

Together, we can do so much more in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

Mike Smith

Board Chair

P.S. *Be the change you want to see in the world with a monthly donation to empower young men in Chicago.**Click here.*

**Email 3: Story of Need**

Subject line: \*|First Name|\* will you keep the good going?

Hi \*|First Name|\*,

Today I’d like to share 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}.

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

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

That’s why I’m inviting you to keep the good going today. Your thoughtful gift will:

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

**With just {$ amount} you can {impact of donation}. Can I count on you today?**

BUTTON: [Give Now]

Thanks in advance,

{Name}

{Title}

**P.S. For as little as {$Amount} a day, you’ll join a community of monthly donors who {mission impact} and make a world of difference. Click here.**

***Sample Email 3: Story of Need***

Hi Marilynn,

Today I’d like to share the story of Ruth.

While Ruth has found the medical care she needs, and great progress has been made in providing medical attention for others, your support is key to offering consistent health education and medical services to the under- and uninsured in Jacksonville.

The truth is, Ruth is not alone. Every day, dozens of our neighbors call or show up on our doorstep looking for help – to buy medicine, check on chronic illness, and handle acute medical concerns.

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

That’s why I’m inviting you to keep the good going today. Your thoughtful gift will:

* Provide access to medical professionals for those who need it.
* Encourage consistent management of chronic conditions to avoid the need for acute services.
* Build a community of non-judgmental support and inclusion.

You can support the health and wellness of under- and uninsured children and adults. Your generosity will provide for the education programs and medical attention provided by the Jacksonville Volunteer Clinic.

**With just $20.21 a month, you can offer health and wellness to our neighbors. Can I count on you today?**

BUTTON: [Give Now]

Thanks in advance,

Nancy Kane

Executive Director

**P.S. For as little as 67₵ a day, join a community of monthly donors who ensure access to medical attention for every neighbor. Click here.**

**Group Video 1**

Hi, it’s {Name of speaker} from \*|Organization Name|\*. Today I’d like to take a 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. We have a goal to raise {Goal Amount} to {mission impact} for others like {Name of Beneficiary}. I hope that they can count on you today. Will you make a gift of {$Amount} to support {mission/cause}? Please visit our website or text the word GIVE to {xxx-xx-xxxx}. Thanks in advance for your generosity.

***Sample Group Video 1***

Hi, it’s Grace from Pathways Services. Today I’d like to take a 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. Because of generous donors, we were able to provide initial support 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. We have a goal to raise $5000 to upgrade our technology for others like Sally. 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? Please visit our website or text the word GIVE to 345-67-8910. Thanks in advance for your generosity.

**Email 5: Happy Holidays**

**May the joy, peace and love of the holiday season be yours today and into the New Year!**

**Happy Holidays!**

## Download 4: Year-End

*Available December 16 – 31*

*To be used Dec 28 – Dec 31*

**Social Posts**

**Social 1**

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

***Sample******Social 1***

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our goal is to raise $5,000 by December 31. Can they count on you? Link to giving page

**Social 2**

Say Farewell 2021! With a gift to empower {beneficiaries} with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

***Sample* *Social 2***

Say Farewell 2021! With a gift to empower young girls with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

**Text Messages**

**Text 1**

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

***Sample Text 1***

Adults living with mental illness like Sally need your support today to receive training and job placement support. Our goal is to raise $5,000 by December 31. Can they count on you? Link to giving page

**Text 2**

Say Farewell 2021! With a gift to empower {beneficiaries} with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

***Sample* *Text 2***

Say Farewell 2021! With a gift to empower young girls with transforming life experiences in 2022, you can end this year on a positive note! GIVE NOW.

**Email 1**

Subject line: {Beneficiary Name} still needs help finding her voice.

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 {recipients} in {area/region}. Please make a gift today to support {recipients} in the New Year—and beyond.

BUTTON: [Give Now]

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.

***Sample Email 1***

Hi Jane,

You still have an opportunity to empower a young girl like Stacey to find her voice and transform her life.

Every dollar you give today will be put to good use through empowerment kits, afterschool programs, and mentoring opportunities.

Together, we can do so much more for young girls in Lakeview. Please make a gift today to support them in the New Year—and beyond.

BUTTON: [Give Now]

Thanks in advance,

Tammy Jones

Program Officer

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.

**Email 2**

Subject line: \*|First Name|\*—are you ready for 2022?

Hi \*|First Name|\*,

What better way to say goodbye to 2021 and welcome in 2022 than by making a gift right now to {verb} {beneficiaries} {impact}!

Because of your generosity, {beneficiaries} will start the year {activities and impact}.

And if we make it to our {$} fundraising goal, {bigger organization wide goal related to mission/vision}.

And if we can make it to our {$} fundraising goal, we’ll {program element} and {beneficiaries} will continue to {mission impact}.

BUTTON: [Give Now]

Thanks in advance for being so generous.

I hope you enjoy a wonderful New Year!

{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.

***Sample Email 2***

Hi Jane,

What better way to say goodbye to 2021 and welcome in 2022 than by making a gift right now to empower young men through life-affirming workforce development!

Because of your generosity, young men will start the year gaining the skills they need to enter the workforce and begin their journey towards self-sufficiency.

And if we make it to our $10,000 fundraising goal, we’ll be positioned to add one 10-man cohort to the schedule – and more young men in Chicago will continue to find their path.

BUTTON: [Give Now]

Thanks in advance for being so generous.

I hope you enjoy a wonderful New Year!

Craig Nelson

Director of Advancement

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.

**Email 3**

Subject line: \*|First Name|\*, are you looking for a great way to say goodbye to 2021?

Hey \*|First Name|\*,

You can finish 2021 on a positive note!

With a {$} gift today, you will {impact of gift – make it match the amounts you are asking for – a particular problem they will solve with the gift}.

[*Optional addition if you have a matching gift*: Thanks to a generous donor, all contributions made before midnight will be matched—**that means your gift and your impact will be doubled!** And {mission impact}.

Not to mention, you’ll push us towards our {$} goal! And that means \*|Organization Name|\* will be positioned to empower {#} of {beneficiaries} in 2022.

Remember:

* {bullet point 3 gift amounts by impact area}
* {bullet point 3 gift amounts by impact area}
* {bullet point 3 gift amounts by impact area}

Can I count on you for a {$} before midnight to {impact of that gift level}?

We’ve all had an unexpected and uncertain two years – and we’re wishing you and yours a healthy, safe, and semi-predictable 2022.

BUTTON: [Yes, I want to end 2021 on a positive note!]

Take care,

{Name}

{Title}

P.S. Please consider a monthly donation {link this to your giving page} to make a gift that keeps on giving.

***Sample Email 3***

Hey Jane,

**You can finish 2021 on a positive note!**

With a $35 gift today, you will give a young girl facing bullying that tools and courage she needs to use her voice. Through the afterschool workshop series, I’ve seen girls stand taller, speak louder, and know that they don’t have to put up with the classroom or neighborhood bully.

Thanks to a generous donor, all contributions made before midnight will be matched—**that means your gift and your impact will be doubled!** And more young girls will be empowered!

Not to mention, you’ll push us towards our $10,000 goal! And that means Girls Who Rule will be positioned to empower 210 girls through our afterschool program in 2022.

Remember:

**$35 Provides a Girls Who Rule empowerment kit to a middle-school girl**

**$100 Sponsors one girl at our mind-blowing Girls Who Rule self-esteem workshop**

**$625 Celebrates every girl we helped this year**

Can I count on you for a $35 before midnight to provide an empowerment kit to a middle-school girl?

We’ve all had an unexpected and uncertain year – and we’re wishing you and yours a healthy, safe, and semi-predictable 2022.

BUTTON: [Yes, I want to end 2021 on a positive note!]

Take care,

Jill Smith

Executive Director

P.S. Please consider a monthly donation {link this to your giving page} to make a gift that keeps on giving.