The #GivingTuesday Fundraising Template Kit

#GIVINGTUESDAY

www.donorperfect.com
Hi There.

Giving Tuesday is a movement built upon the belief that community is the most powerful force of change in the world. That makes this worldwide holiday of giving a wonderful opportunity to strengthen, spotlight, and celebrate the community that upholds your organization's cause.

In the midst of a pandemic, getting your ducks in a row for a one-day event can feel daunting. But don’t worry! We’ve made it easy for you to pull together an engaging campaign with the Mad Libs-style templates you’ll find in this kit. All you need to do is fill them in with your campaign name and details and you’re set!

If the past several months have shown us anything, it’s that nonprofit organizations like yours are the heart and soul of our community leading all of us forward together. Now, let’s continue that story with the start of your inspiring Giving Tuesday campaign!

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Section 1

Campaign Reveal + Reminder Emails

Your donors won’t participate in Giving Tuesday unless you tell them all about it. Use these email templates to keep them in the loop before and on the big day.
**Campaign Reveal Email: November 10th**

**SUBJECT LINE:**
Our 2020 Giving Tuesday Fundraising Campaign is...

**HEADING:**
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU’RE HELPING HERE]

**BODY COPY:**
We’re putting our own spin on Giving Tuesday with [#GIVINGTUESDAY CAMPAIGN NAME], a special fundraiser that empowers you to [CAMPAIGN MISSION] this holiday season and beyond.

3 Ways You Can Get Involved on December 1st

#1. Sponsor [WHAT THE AMOUNT CAN BUY] for [$XX]

#2. Share our crowdfunding page with family and friends

#3. Post an unselfie telling your friends why you support us (An unselfie is just like a selfie, but with a generous twist. Take a photo of yourself holding a sign that tells your followers who you’re supporting for #GivingTuesday and why.)

These awesome initiatives to support [ORGANIZATION NAME] and [BENEFICIARIES] will be launched closer to Giving Tuesday. Stay in the loop on all the exciting happenings at [ORGANIZATION NAME] by keeping tabs on our Facebook page.

FOLLOW US ON FACEBOOK
GivingTuesday Reminder Email: November 30th

SUBJECT LINE: [CAMPAIGN NAME] for Giving Tuesday starts tomorrow!

HEADING: [CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU'RE HELPING HERE]

BODY COPY:

Tomorrow is Giving Tuesday! Don’t forget to support [CAMPAIGN NAME], our 24-hour fundraiser that will [CAMPAIGN MISSION]. Our $[X,XXX] goal can’t happen without your generosity and support.

How to Get Involved Tomorrow

Give to support [CAMPAIGN MISSION]

DONATE

Raise money for [CAMPAIGN NAME] through a crowdfunding page

CREATE YOURS NOW
Section 2

Day-Of Emails

The big day is here! Make sure your supporters don’t miss the memo with this email lineup that will let them know it’s time and keep them posted on how you’re progressing toward your Giving Tuesday goal.
SUBJECT LINE:
Give now to support [CAMPAIGN NAME] for Giving Tuesday!

HEADING:
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU'RE HELPING HERE]

BODY COPY:
This Giving Tuesday, [ORGANIZATION NAME] invites you to ensure that [CAMPAIGN IMPACT]. Here's what your [CAMPAIGN NAME] gift can do.

$25 buys [LIST SPECIFIC IMPACT]
$50 buys [LIST SPECIFIC IMPACT]
$100 buys [LIST SPECIFIC IMPACT]

GIVE NOW
#GivingTuesday Goal Update: December 1st 4:00 PM

SUBJECT LINE:
Giving Tuesday Goal Update: We need your help. Just [#] hours left!

HEADING:
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefitting [LIST WHO/WHERE YOU'RE HELPING HERE]

BODY COPY:
We're only $X,XXX away from our $X,XXX goal!

Our community of supporters makes the charitable efforts of [ORGANIZATION NAME] possible year round by giving to our cause.

We’d be honored if you’d choose to celebrate Giving Tuesday with us by providing [WHO/WHAT YOU'RE TRYING TO HELP] with [WHAT THEIR FUNDS WILL PROVIDE]. Your generous donation of $XX [LIST SPECIFIC IMPACT].

Help us reach our [CAMPAIGN NAME] goal.

GIVE NOW
Last Call Update: December 1st 8:00 PM

SUBJECT LINE:
Last chance! Help us reach our Giving Tuesday goal. Just [#] hours left!

HEADING:
[Campaign Name] at [Organization Name] Benefiting [List Who/What You're Helping Here]

BODY COPY:
We're only $X,XXX away from our $X,XXX goal!

You can help us achieve it by:

- Making a Giving Tuesday donation now.
- Sharing one of our Giving Tuesday posts on Facebook and Twitter.
- Forwarding this email to family and friends.
- Taking a minute or two to do all of the above.

As always, thank you for being a part of the [Organization Name] Community. We'll be sure to update you with our Giving Tuesday totals tomorrow!

We're only $1,057 away from our $10,000 goal!

You can help us achieve it by:

- Making a Giving Tuesday donation now.
- Sharing one of our Giving Tuesday posts on Facebook and Twitter.
- Forwarding this email to family and friends.
- Taking a minute or two to do all of the above.

As always, thank you for being a part of the Coral Acres Food Pantry Community. We'll be sure to update you with our Giving Tuesday totals tomorrow!
Section 3

Social Media Posts

Giving Tuesday takes a social approach to giving, so be sure to schedule posts that speak to your campaign and celebrate the donors who are joining in with you.
The “Unselfie”
Show off your #unselfie for #GivingTuesday using the hashtag [CAMPAIGN NAME].
Donate here: [FORM LINK]

The Impact Ask
When you support [ORG NAME] on #GivingTuesday, you support [this/her/him].
Give now: [FORM LINK]

The Shoutout
@[HANDLE/NAME] gave a [CONSTITUENT] a [insert OBJECT or OPPORTUNITY] for #GivingTuesday.
You can, too! Give here: [FORM LINK]

The Progress Update
Show off your #unselfie for #GivingTuesday using the hashtag [CAMPAIGN NAME].
Donate here: [FORM LINK]

The Impact Ask
When you support [ORG NAME] on #GivingTuesday, you support [this/her/him].
Give now: [FORM LINK]
Section 4

Crowdfunding

Invite your board members, donors, and local schools to fundraise for you on Giving Tuesday. Ask them to become crowdfunding “ambassadors” for your organization and provide them all that they need to get started, including a link to an easy-to-use crowdfunding tool and templates to help them spread the word.

Don’t have a tool just yet? Check out DonorPerfect Crowdfunding. As for templates, you’ll find them in the following pages!
AMBASSADOR INVITATION TO BOARD MEMBERS

SUBJECT LINE:
Be a [CAMPAIGN NAME] Ambassador: Here's Your Crowdfunding Kit!

HEADING:
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU'RE HELPING HERE]

BODY COPY:
Dear [BOARD MEMBER NAME], We'd be honored if you would join us in spreading the word as a [CAMPAIGN NAME] Ambassador. From board members like you to our donors and students in the area, we're inviting members of our community to help us raise money on Giving Tuesday through our crowdfunding campaign.

Want to help us reach our [XXXX] [CAMPAIGN NAME] goal? All you have to do is:

● Set up your [CAMPAIGN NAME] crowdfunding page through our organization here. (It only takes a minute!)
● Share your page with friends and family via email on Giving Tuesday, December 1st.
● Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, December 1st.

Not sure what to say? Use the handy email and social media templates we've prepared just for you in the attachments below.

Thank you for contributing to our [CAMPAIGN NAME] success!

Best,
[NAME]
Ambassador Invitation to Donors

SUBJECT LINE:
Be a [CAMPAIGN NAME] Ambassador: Here’s Your Crowdfunding Kit!

HEADING:
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU’RE HELPING HERE]

BODY COPY:
Dear [BOARD MEMBER NAME],

We’d be honored if you’d help us raise money on Giving Tuesday through our [CAMPAIGN NAME] crowdfunding campaign. The more money we’re able to raise together, the more [GOAL] this holiday season and beyond!

Want to help us reach our [XXXX] [CAMPAIGN NAME] goal? All you have to do is:

● Set up your [CAMPAIGN NAME] crowdfunding page through our organization here. (It only takes a minute!)
● Share your page with friends and family via email on Giving Tuesday, December 1st.
● Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, December 1st.

Not sure what to say?
Use the handy email and social media templates we’ve prepared just for you in the attachments below.

Thank you for contributing to our [CAMPAIGN NAME] success!

Best,

[NAME]

[TITLE]
Ambassador Invitation to Schools

SUBJECT LINE:
Your students are invited to become Giving Tuesday Ambassadors for an awesome cause!

HEADING:
[CAMPAIGN NAME] at [ORGANIZATION NAME] Benefiting [LIST WHO/WHAT YOU’RE HELPING HERE]

BODY COPY:
Dear [TEACHER / ADMINISTRATOR NAME],

On behalf of [ORGANIZATION NAME], I’m writing to you to see if you and your students would be interested in joining our Junior Ambassador Program for Giving Tuesday, a social media holiday centered around giving back. This year, it takes place on December 1st.

Our [CAMPAIGN NAME] fundraiser is a great way for them to earn volunteer hours and experience that will bolster their college applications by serving as Junior Ambassadors.

The more money we’re able to raise with the help of your students, the more [CAMPAIGN MISSION] this holiday season and beyond!

What’s [CAMPAIGN NAME]?
[Talk about your CAMPAIGN MISSION, FUNDRAISING GOAL, and WHO/WHAT YOU WILL HELP]

How does the Junior Ambassador Program work? All you have to do is:

● Invite your students to set up their [CAMPAIGN NAME] crowdfunding page through our organization here. (It only takes a minute!)
● Tell them to share their page with friends and family via email on Giving Tuesday, December 1st.
● Encourage them to also share their page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, December 1st.

Students are welcome to use the handy email and social media post templates attached below.

If you have questions or would like to learn more about the campaign, please feel free to reach out to me.

Best,
[NAME]
[TITLE]
Email Template for Ambassadors to Use

SUBJECT LINE:
Please support my Giving Tuesday fundraiser for [ORGANIZATION NAME]

BODY COPY:
Hi there Family and Friends,

This year on Giving Tuesday, I’m raising money for [ORGANIZATION NAME], a nonprofit organization dedicated to [MISSION].

I’m supporting [ORGANIZATION NAME] on December 1st because [THE REASON YOU CHOSE US FOR #GIVINGTUESDAY].

Please consider supporting my crowdfunding campaign which ends December 2nd by clicking on this link to my fundraising page.

Every amount helps! If you’re unable to donate at this time, I’d appreciate it if you’d share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

[NAME]
Social Media Templates for Ambassadors to Use

The Announcement
This Giving Tuesday, I'm launching a fundraiser for [ORGANIZATION NAME], a nonprofit that [MISSION]. Donate and share this post to help me reach my [$$XXX] fundraising goal by the end of the day! Donate here: [LINK]

Crowdfunding Campaign Update
Just [#] hours left to support my Giving Tuesday fundraiser for [ORGANIZATION NAME]! Every little bit helps. Click this link to give: [LINK]

Crowdfunding Campaign Last Call
Hi Friends and Family! I'm only [$$XXX] away from my Giving Tuesday fundraiser goal supporting [WHO/WHAT THE ORGANIZATION HELPS] through the work of [ORGANIZATION NAME]. Please give in these last couple hours if you can: [LINK]
Thank You Template for Ambassadors to Use

SUBJECT LINE:
Giving Tuesday was a success thanks to YOU!

HEADING:
Thank You!

BODY COPY:
Hi [NAME],

Thank you for taking time out of your day to launch a fundraiser in support of our [CAMPAIGN NAME] fundraiser for Giving Tuesday. Because of you, we were able to raise an incredible [$XX,XXX] in just 24 hours! That's [$XX,XXX] over our goal of [$XX,XXX].

The passion and care of people like you keeps us going, and we hope we make you proud with how we pay these funds forward to benefit [WHO/WHAT YOU'RE HELPING].

Keep an eye out for updates on the impact of your Giving Tuesday fundraiser in the coming months, along with other ways to get involved in [YOUR MISSION].

Thank you again for your generous support.

Best,
The Team at [ORGANIZATION NAME]
Section 5

Beyond Giving Tuesday Templates

Acknowledging your donors’ generosity is a must if you want them to continue to engage with your organization.

As for new donors, give your new donor welcome series a fresh look to ensure that this first gift is the start of a long-term relationship.
Thank You Email to Donors

SUBJECT LINE:
Giving Tuesday was a success thanks to YOU!

HEADING:
Thank You!

BODY COPY:
Hi [NAME],

Thank you for supporting our [CAMPAIGN NAME] fundraiser for Giving Tuesday. Because of you, we were able to raise an incredible [$XX,XXX] in just 24 hours! That's [$XX,XXX] over our goal of [$XX,XXX].

The passion and care of people like you keeps us going, and we hope we make you proud with how we pay these funds forward to benefit [WHO/WHAT YOU'RE HELPING].

Keep an eye out for updates on the impact of your Giving Tuesday donation in the coming months, along with other ways to get involved in [YOUR MISSION].

Thank you again for your generous support.

Best,

The Team at [ORGANIZATION NAME]

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New Donor Welcome Series

The first gift is just the beginning! Introduce new donors to all that your community's about with The New Donor Welcome Series Email Template Kit. This free guide includes Mad-Lib style templates for:

- Targeted donor thank-you emails
- Volunteer and event newsletters
- Donation impact updates
- New donor surveys

And much, much more!

GET YOUR TEMPLATES »
Your Giving Tuesday Email Timeline

These email send dates will help you get the word out and keep your supporters updated on your Giving Tuesday goal progress throughout the day.

Before Giving Tuesday

Campaign Reveal Email: November 10th
Social Media Ambassador Emails (Crowdfunding): November 17th
GivingTuesday Reminder Email: November 30th

On Giving Tuesday

It’s Here Email: December 1st 8:00 AM
Giving Tuesday Goal Update: December 1st 4:00 PM
Last Call Update: December 1st 8:00 PM

After Giving Tuesday

Thank You Email: December 2nd

Your Giving Tuesday Command Center

DonorPerfect provides you and your team all the tools you need to rally your community on Giving Tuesday and turn new donors into lifelong supporters.

No matter if you’re working in an office or as a distributed team, you’ll gain real-time access to:

- Gift and donor data for segmented communications
- Easy-to-use email marketing tools from Constant Contact
- Seamless online giving and crowdfunding forms
- Custom reports and a comprehensive reporting dashboard

See DonorPerfect in Action

visit donorperfect.com/demos

or Call us at 800.220.8111