

# The #GivingTuesday

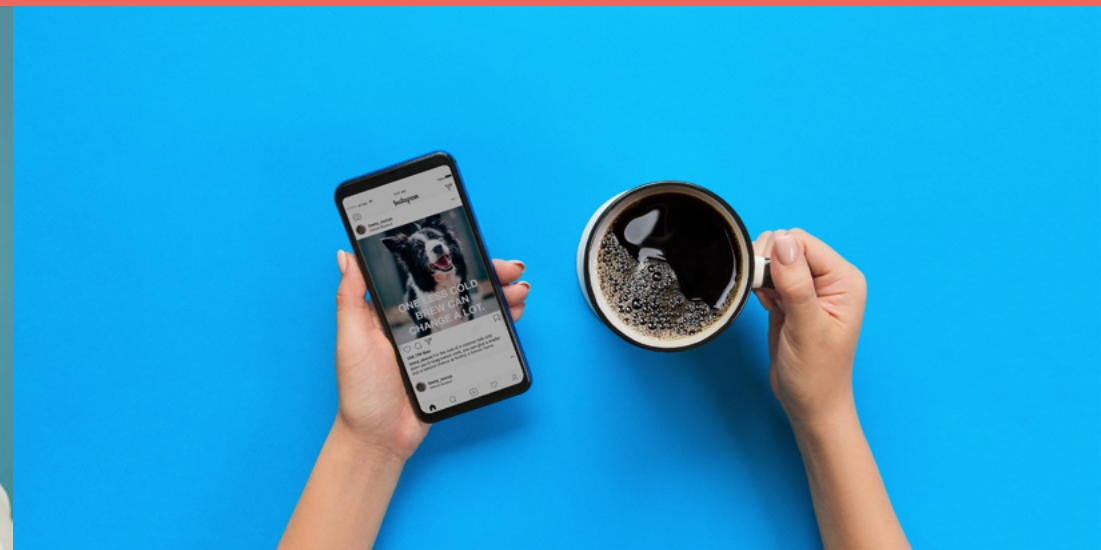
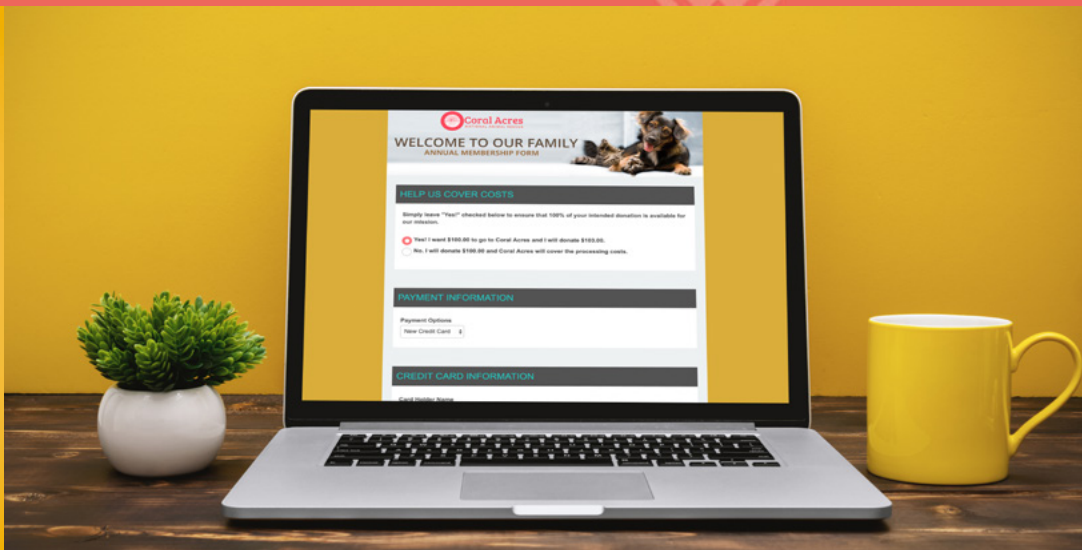
Fundraising Template Kit



www.donorperfect.com



# #GIVINGTUESDAY



# Hi There.

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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.

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 year and a half has 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

## 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 9th

## SUBJECT LINE:

Our 2021 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 November 30th

#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 29th

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## 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.

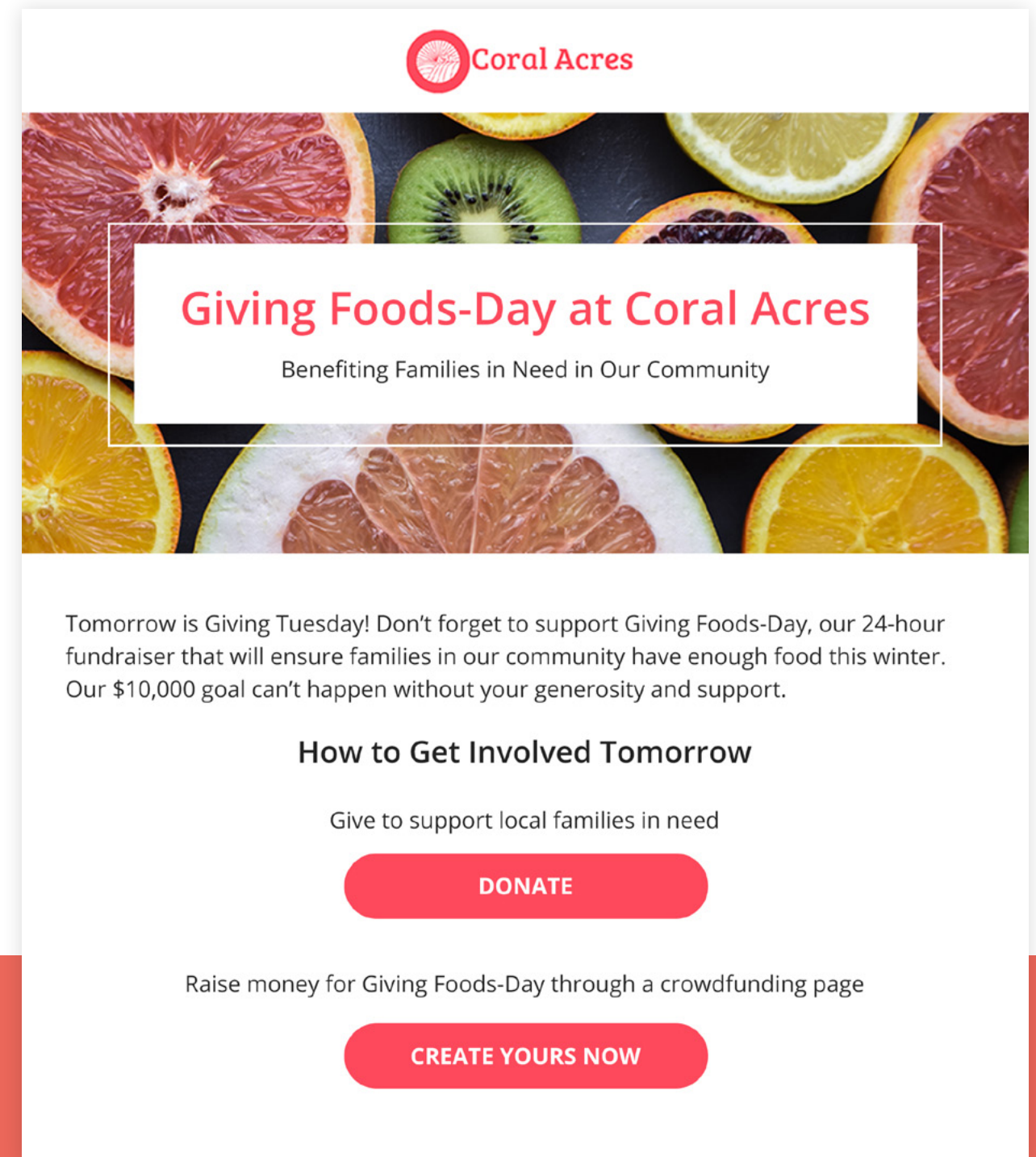
### How to Get Involved Tomorrow

Give to support [CAMPAIGN MISSION]

## DONATE

Raise money for [CAMPAIGN NAME] through a crowdfunding page

## CREATE YOURS NOW



The image shows a preview of an email for Coral Acres. At the top right is the Coral Acres logo. Below it is a banner image of various fruit slices (orange, kiwi, grapefruit). Overlaid on the banner is a white box with the text: "Giving Foods-Day at Coral Acres" in red, and "Benefiting Families in Need in Our Community" in black. Below the banner, the email body text reads: "Tomorrow is Giving Tuesday! Don't forget to support Giving Foods-Day, our 24-hour fundraiser that will ensure families in our community have enough food this winter. Our \$10,000 goal can't happen without your generosity and support." This is followed by a section header "How to Get Involved Tomorrow", then the text "Give to support local families in need" and a red "DONATE" button. Below that is the text "Raise money for Giving Foods-Day through a crowdfunding page" and a red "CREATE YOURS NOW" button. The entire email content is set against a white background with a red footer bar at the bottom.

# Section 2

Day-Of Emails

## Day-Of Emails

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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 you posted on how you're progressing toward your Giving Tuesday goal as a community.



# It's Here Email: November 30th 8:00 AM

## 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:

[DESCRIBE THE PROBLEM YOU ARE LOOKING TO SOLVE THROUGH YOUR CAMPAIGN.]

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**



The banner features the Coral Acres logo in the top right corner. The background is a close-up photograph of several bagels on a wooden surface. The text 'Giving Foods-Day at Coral Acres' is prominently displayed in white, bold font. Below it, the subtitle 'Benefiting Families in Need in Our Community' is written in a smaller white font.

Children like Laura and Taylor rely on local food pantries, and they rarely receive fresh food during the winter months. Coral Acres Food Pantry tailors our mission to end hunger in our community by providing fresh, healthy options for families in need.

This Giving Tuesday, Coral Acres Food Pantry invites you to ensure that all of our neighbors have access to nutritious food.

**Here's what your Giving Foods-Day gift can do.**

- \$25 buys a 1 Week Family Food Package
- \$50 buys a 2 Week Family Food Package
- \$100 buys 1 Month Family Food Package

**GIVE NOW**

# #GivingTuesday Goal Update: November 30th 4:00 PM

## SUBJECT LINE:

Giving Tuesday Goal Update: We need your help. 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!**

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



## Giving Foods-Day at Coral Acres

Benefiting Families in Need in Our Community

**We're only \$4,592 away from our \$10,000 goal!**

Our community of supporters makes the charitable efforts of Coral Acres Food Pantry possible year round by giving to our cause.

We'd be honored if you'd choose to celebrate Giving Tuesday with us by providing local parents and children in need with fresh and healthy food. Your generous donation of \$25 a week's worth of nutritious produce, snacks, and pantry staples.

**Help us reach our Giving Foods-Day goal.**

**GIVE NOW**



# Last Call Update: November 30th 8:00 PM

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## 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!



**Giving Foods-Day  
at Coral Acres**  
Benefiting Families in Need in Our Community

**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

## Social Media Posts

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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

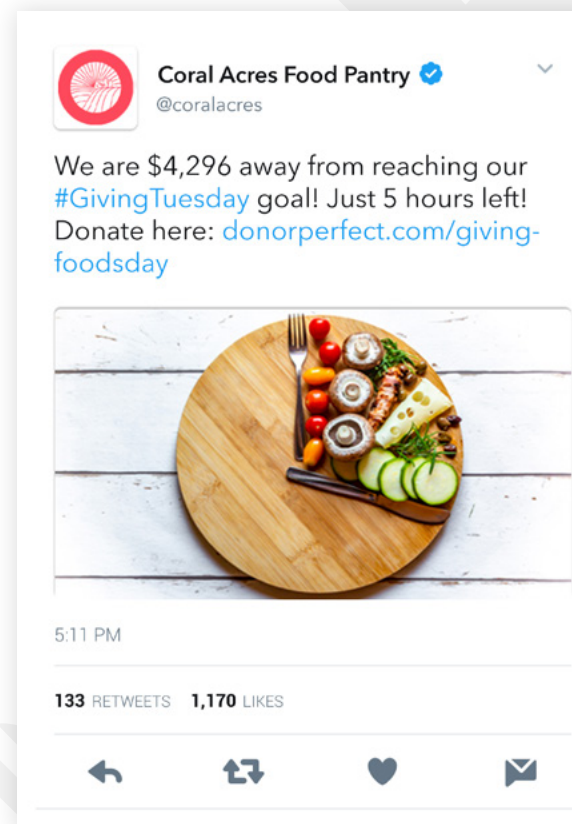
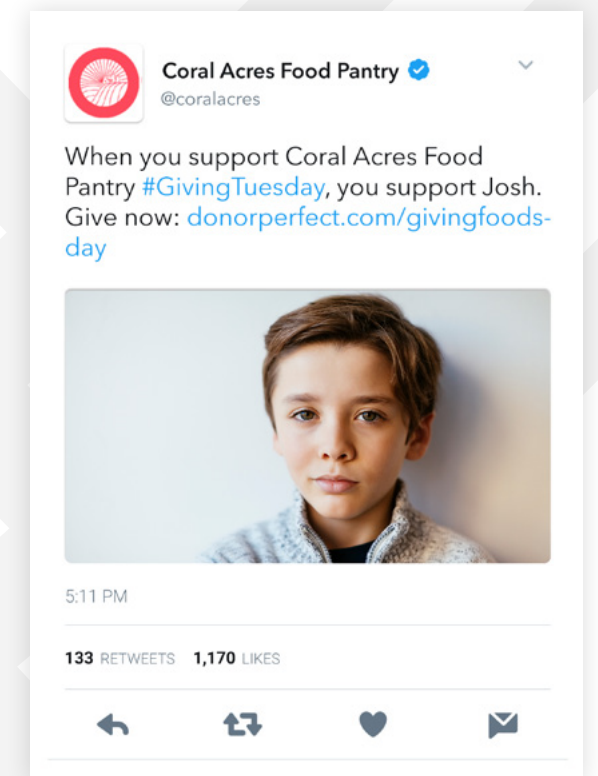
Show off your #unselfie for #GivingTuesday using the hashtag [CAMPAIGN NAME]!

Donate here: [FORM LINK]

## The Impact Ask

When you support [ORG NAME] on #GivingTuesday, you support [this/her/him].

Give now:[FORM LINK]



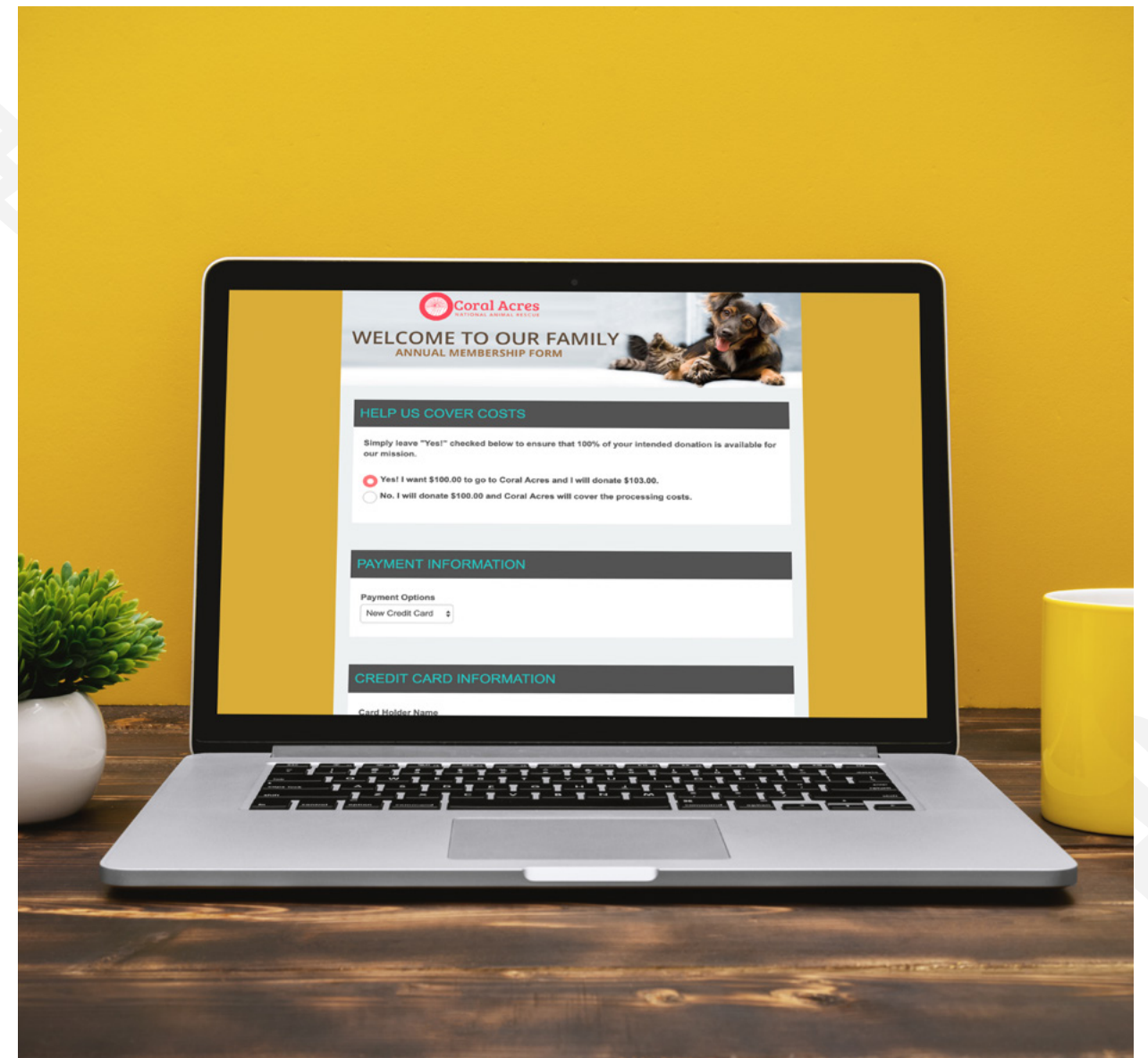
# Section 4

## Crowdfunding

## 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

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## 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, November 30th.
- Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, November 30th.

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]



## Giving Foods-Day at Coral Acres

Benefiting Families in Need in Our Community

Dear Mary,

We'd be honored if you would join us in spreading the word as a Giving Foods-Day 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 \$10,000 Giving Foods-Day goal? All you have to do is:

- Set up your Giving Foods-Day crowdfunding page through our organization [here](#). (It only takes a minute!)
- Share your page with friends and family via email on Giving Tuesday, November 30th.
- Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, November 30th.

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 Giving Foods-Day success!

Best,  
The Team at Coral Acres Food Pantry

# 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, November 30th.
- Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, November 30th.

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]



Dear Chelsea,

We'd be honored if you'd help us raise money on Giving Tuesday through our Giving Foods-Day crowdfunding campaign. The more money we're able to raise together, the more families we can feed this holiday season and beyond!

Want to help us reach our \$10,000 Giving Foods-Day goal? All you have to do is:

- Set up your Giving Foods-Day crowdfunding page through our organization [here](#). (It only takes a minute!)
- Share your page with friends and family via email on Giving Tuesday, November 30th.
- Share your page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, November 30th.

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 Giving Foods-Day success!

Best,

Jessica Smith  
Development Director at Coral Acres Food Pantry

# 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 November 30th.

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, November 30th.
- Encourage them to also share their page on social media platforms like Facebook, Twitter, and Instagram on Giving Tuesday, November 30th.

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]



**Giving Foods-Day at Coral Acres**  
Benefiting Families in Need in Our Community

Dear Ms. Fitzpatrick,

On behalf of Coral Acres Food Pantry, 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 November 30th.

Our Giving Foods-Day 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 families we can feed in our community this holiday season and beyond!

**What's Giving Foods-Day?**  
Through our Giving Foods-Day campaign, we hope to enable families in need to access healthy, fresh food throughout the winter months. Our goal is to raise \$10,000 on #GivingTuesday so we can create over 300 care packages for local parents and children who would otherwise go hungry.

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

- Invite your students to set up their Giving Foods-Day crowdfunding page through our organization [here](#). (It only takes a minute!)

# Email Template for Ambassadors to Use

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## 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 November 30th because [THE REASON YOU CHOSE US FOR #GIVINGTUESDAY].

Please consider supporting my crowdfunding campaign which ends December 1st 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]

Hi there Family and Friends,

This year on Giving Tuesday, I'm raising money for Coral Acres Food Pantry, a nonprofit organization dedicated to providing local families in need with fresh and healthy food.

I'm supporting Coral Acres Food Pantry on November 30th because I want to help ensure that no child in our community is without food.

Please consider supporting my crowdfunding campaign which ends December 1st 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,  
Ben





# Social Media Templates for Ambassadors to Use

## The Announcement

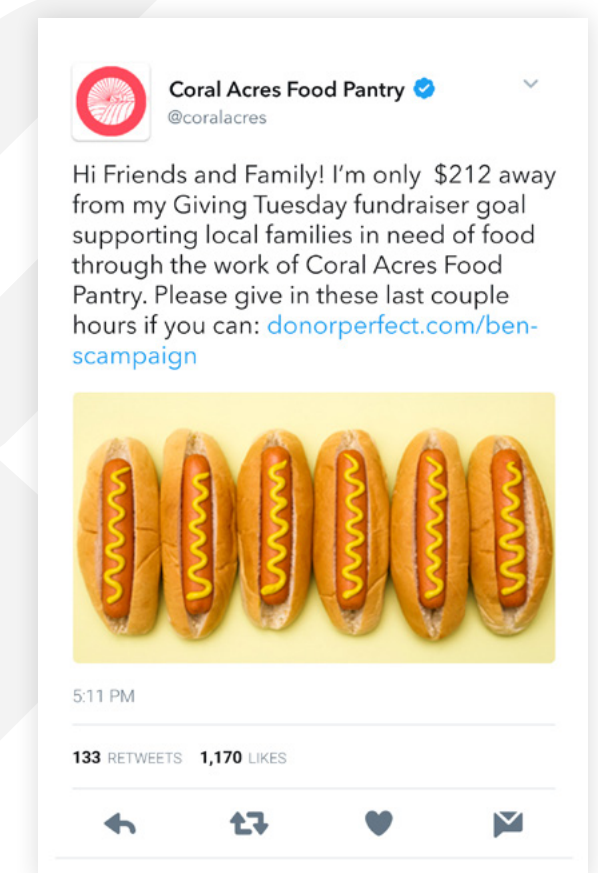
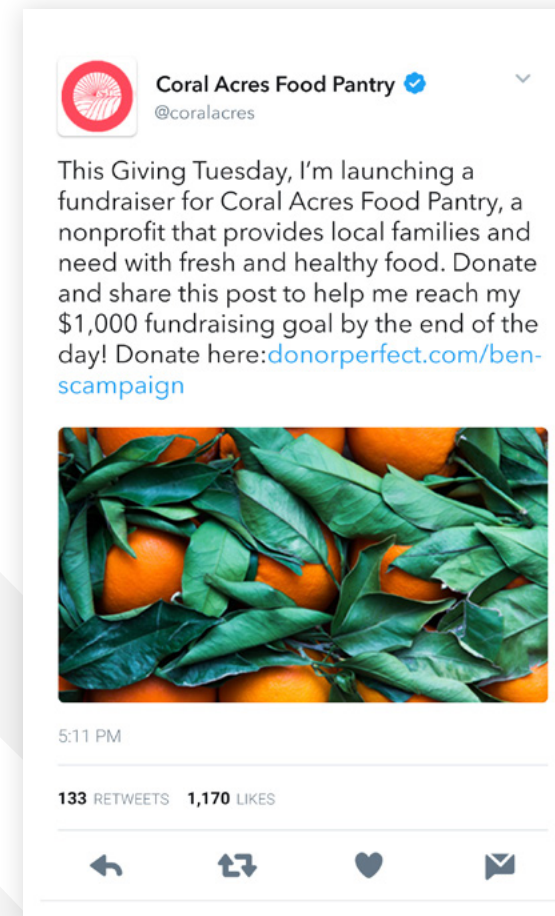
This Giving Tuesday, I'm launching a fundraiser for [ORGANIZATION NAME], a nonprofit that [MISSION]. Donate and share this post to help me reach my [\$XXXX] fundraising goal by the end of the day! Donate here: [LINK]

## 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

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## 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].

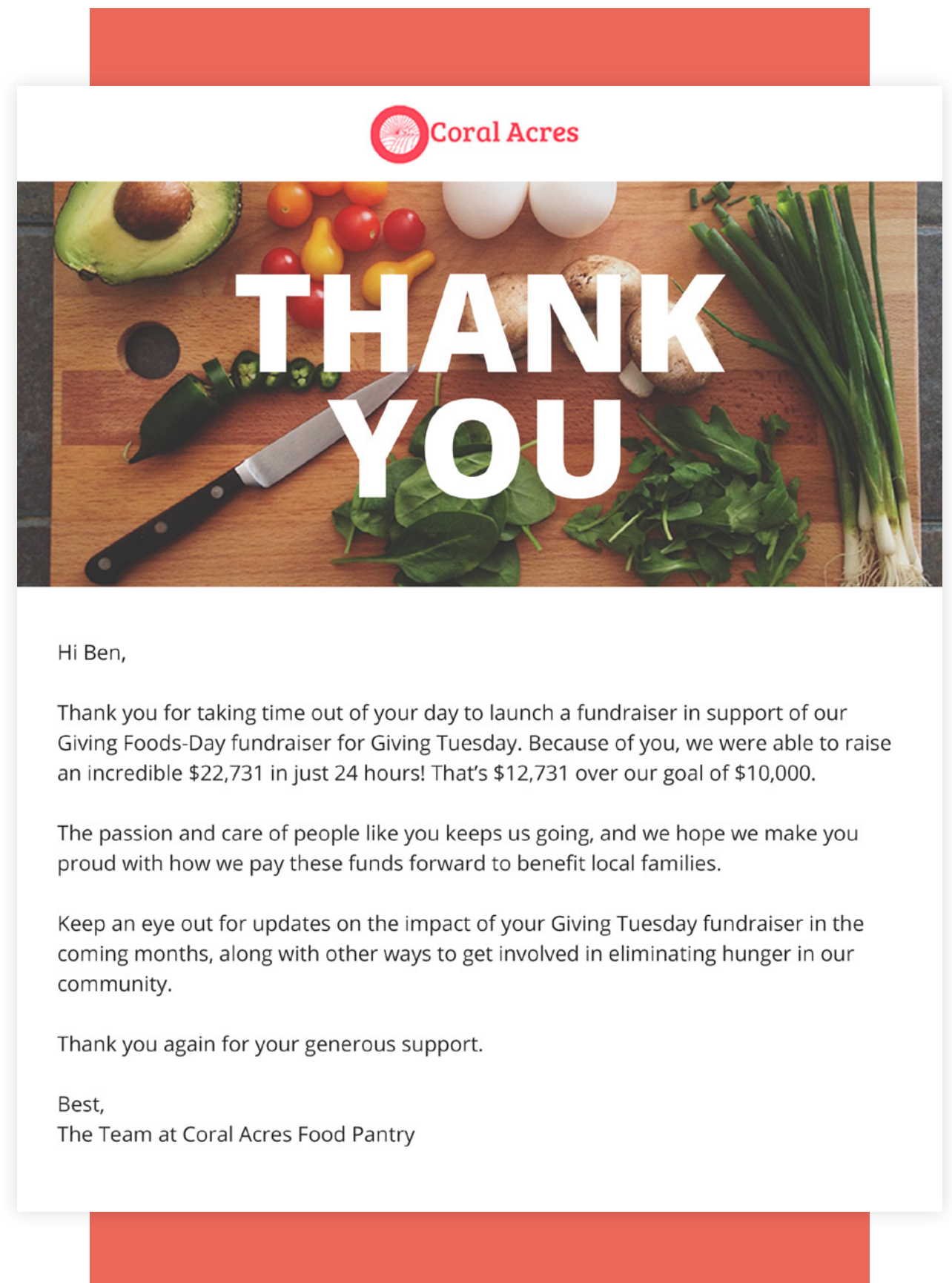
The passion and care of people like you keeps us going, and we hope we make you proud with how we pay these funds forward to benefit [WHO/WHAT YOU'RE HELPING] .

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

## Beyond Giving Tuesday Templates

Acknowledging your donors' generosity in contributing to your Giving Tuesday fundraiser 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 with your cause and your organization's community as a whole.



# Thank You Email to Donors

## SUBJECT LINE:

Giving Tuesday was a success thanks to YOU!

## HEADING:

Thank You!

## BODY COPY:

Hi [NAME],

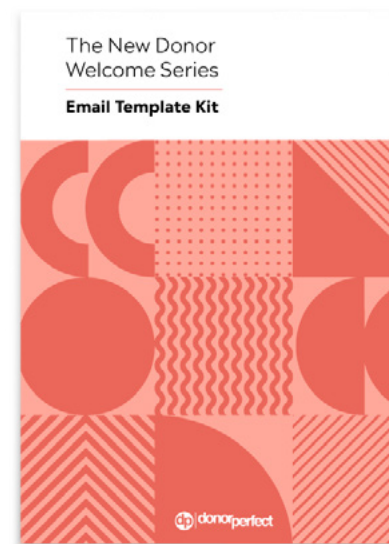
Thank you for supporting our [CAMPAIGN NAME] fundraiser for Giving Tuesday. Because of you, we were able to raise an incredible [\$XX,XXX] in just 24 hours! That's [\$XX,XXX] over our goal of [\$XX,XXX].

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]



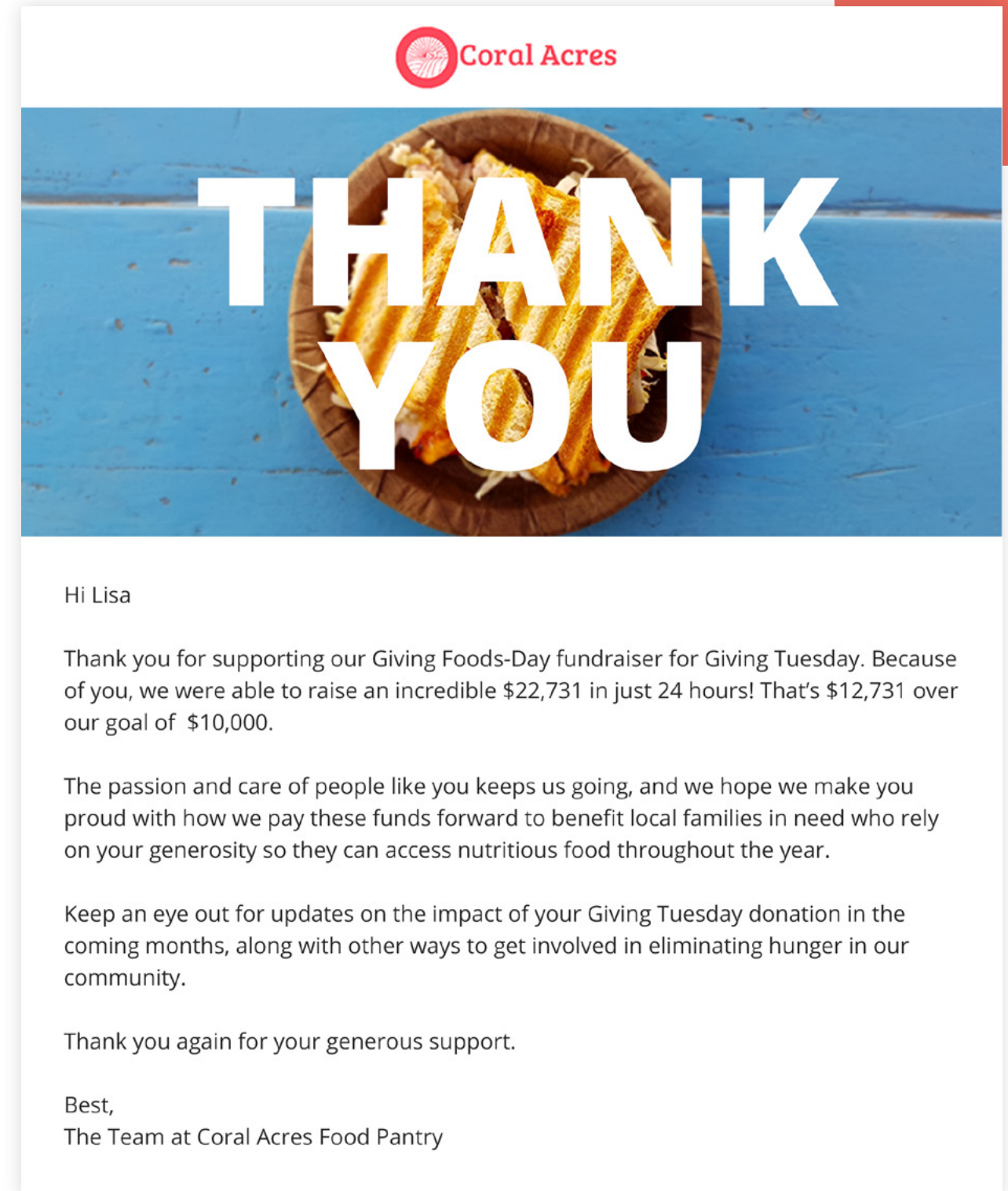
## New Donor Welcome Series

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 9th

Social Media Ambassador Emails (Crowdfunding): November 16th

Giving Tuesday Reminder Email: November 29th

## On Giving Tuesday

It's Here Email: November 30th 8:00 AM

Giving Tuesday Goal Update: November 30th 4:00 PM

Last Call Update: November 30th 8:00 PM

## After Giving Tuesday

Thank You Email: December 1st

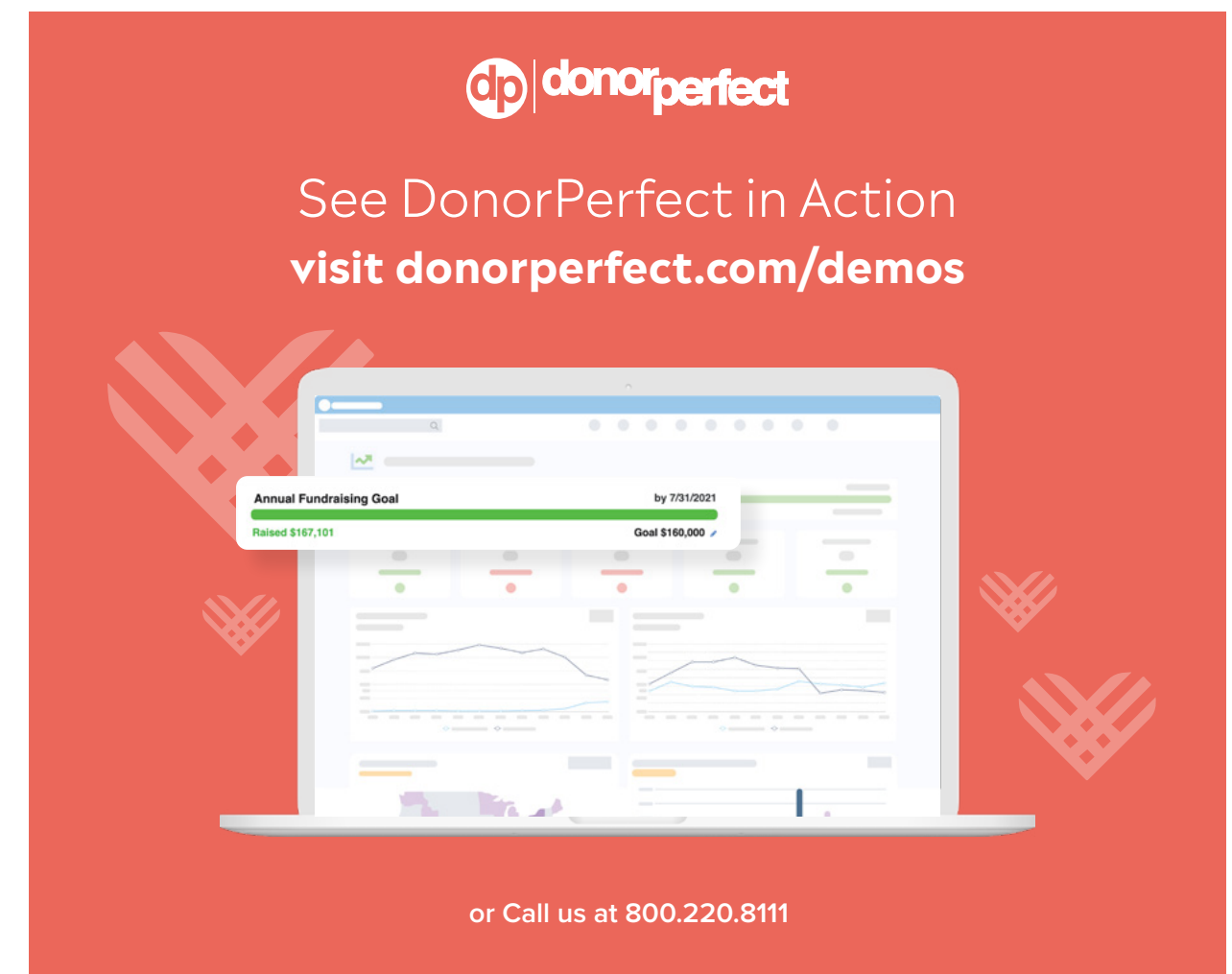
# Your Giving Tuesday Command Center

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

On Giving Tuesday and beyond, DonorPerfect empowers you to develop meaningful relationships with people who are passionate about making your mission a reality.



The image shows a laptop displaying the DonorPerfect Command Center dashboard. The dashboard features a prominent 'Annual Fundraising Goal' section with a progress bar. The progress bar is green and shows 'Raised \$167,101' out of a 'Goal \$160,000'. The goal is due 'by 7/31/2021'. Below this, there are several line graphs and charts showing fundraising trends. The DonorPerfect logo is visible in the top right corner of the dashboard. The background of the image is a solid red color with faint, stylized hand icons.

dp | donorperfect

See DonorPerfect in Action  
visit [donorperfect.com/demos](https://donorperfect.com/demos)

or Call us at 800.220.8111