10 GIVING TUESDAY EMAIL TEMPLATES
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Introduction

In 2018, Giving Tuesday raised $400 million online in the U.S. from 3.6 million total gifts.\(^1\) To make the most of this growing tradition, social impact organizations should develop a communication strategy that effectively engages supporters leading up to the event. And with email driving one-third of all online fundraising revenue, this channel warrants your special attention.\(^2\)

To help you maximize your results, we've created 10 sample email templates to help inspire and guide your communication efforts in the days leading up to—and during—Giving Tuesday. Whether you're planning to blast your entire network or recruit peer-to-peer fundraisers, use these examples to help craft emails that spark action.

Let's dive in!

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\(^1\) Giving Tuesday, [https://www.givingtuesday.org/](https://www.givingtuesday.org/)

\(^2\) NP Source, “The Ultimate List Of Online Giving Statistics For 2018.” [https://nonprofitssource.com/online-giving-statistics/#Email](https://nonprofitssource.com/online-giving-statistics/#Email)
General Communication Emails

Replicate the following messages to drum up support from your entire fundraising community. The emails in this section, specifically, follow a “countdown” approach that not only helps build anticipation, but also gives you an obvious reason to create multiple touch points with recipients.

10 Days Prior

- **When:** 10 days before Giving Tuesday
- **Who:** All supporters
- **What:** Announce that you’re fundraising for Giving Tuesday. Describe the purpose of the giving day, your fundraising goals, and the impact you plan to make. Ask recipients to spread the word, and provide them with an option to give now.
- **CTA:** Donate Now

The holiday season is just around the corner, and we invite you to kick it off with us on Giving Tuesday!

Giving Tuesday is a global day of giving back. On the Tuesday following Thanksgiving, you’ll have the chance to join people around the world and support a cause close to your heart.

This Giving Tuesday, help us give the gift of education to 500 children. By joining the movement, you’re providing classroom supplies and scholarships so that kids have everything they need to learn.

Mark your calendars, spread the word, and stay tuned for more details!

DONATE NOW
7 Days Prior

- **When:** Seven days before Giving Tuesday
- **Who:** All supporters
- **What:** Remind supporters that Giving Tuesday is approaching. Mention any matching challenges, and ask supporters to spread the word and follow you on social media for regular updates.
- **CTA:** Donate Now

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After Black Friday and Cyber Monday, the back-to-back days of deals, join us in kicking off the holiday giving season on Giving Tuesday!

On this global day of giving, we're raising $20,000 to give 500 children the life-changing gift of education. We're also excited to announce that a generous donor has stepped up to **match the first $8,000 raised**. Now is your chance to make **TWICE** the impact!

Ways to gear up for Giving Tuesday:

- **Donate** to lock in your gift
- **Follow us on Facebook and Twitter** for exciting updates
- **Share this message** with friends and family and encourage them to join the movement

We've got just one week left until one historic day of giving. Let's do this!

**DONATE NOW**
1 Day Prior (Cyber Monday)

- **When:** Day before Giving Tuesday
- **Who:** All supporters
- **What:** Send an email that reminds supporters to give the next day and share the campaign with friends and family. Be sure to remind them of any matching challenges you have going on.
- **CTA:** Donate Now

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**TOMORROW IS GIVING TUESDAY!**

*Buy a gift for yourself on Cyber Monday, but don't forget to share the love with others tomorrow, on Giving Tuesday!*  

Your gift to The Book Club has the chance to be **DOUBLED** thanks to a generous donor who has committed to match the first $8,000 raised.

**So what's all this again?**

Tomorrow, as people around the world support important causes, donate to The Book Club and help give 500 children the education they deserve. Spread the word to friends and family who also want to make an impact.

We'll be in touch again soon to ring in Giving Tuesday. Saddle up, it's going to be one rowdy day of giving!

[DONATE NOW](#)
Day-of Email Series

Given the short-term nature of giving days, you only have a brief window to attract as many gifts as you possibly can. That's why you should prepare multiple emails to deliver throughout the day. Here's a sample three-part email series to give you ideas.

**FIRST EMAIL**

- **When**: Early morning, Giving Tuesday
- **Who**: All supporters
- **What**: Announce that Giving Tuesday is here, and rally supporters to donate. One idea is to connect specific gift amounts to their respective impact using graphics.
- **CTA**: Give Now

During the next 24 hours, people around the world will come together to celebrate generosity and make an impact. At The Book Club, we have a goal to give 500 children access to the education they deserve. With your help, we can make this a reality.

Your gift can also make **TWICE** the impact, thanks to a generous donor who will match the first $8,000 raised, dollar-for-dollar!

$20 = 2 Backpacks  
$45 = 2 Sets of Uniforms  
$60 = School Fees for 2 Kids  
$150 = 2 Full Scholarships

Will you help us send these kids to school?

GIVE NOW
SECOND EMAIL

• **When:** Noon, Giving Tuesday

• **Who:** Contacts who haven’t donated yet

• **What:** Update your community with the amount raised so far. Include a progress bar and ask readers to help you continue the momentum. If your match challenge is still going, mention it here as well. It’s also a good idea to encourage those who’ve already donated to help you share the message.

• **CTA:** Give Now

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**SO FAR WE’VE REACHED $11,785**
**OF OUR $20,000 GOAL**

Thanks to over 60 awesome donors, we’re just over halfway to our goal!

If you haven’t given yet, you can make a quick donation that will help us send **500 children** to school. Let’s keep this rolling. Giving Tuesday comes but once a year, so partner with us today and help us cross the finish line strong!

**GIVE NOW**
THIRD EMAIL

• **When:** Evening, Giving Tuesday

• **Who:** All supporters (excluding those who have already donated)

• **What:** With just a few hours left, ramp up the urgency for readers to help you reach your fundraising goal. Include the progress bar to encourage readers to hop aboard your imminent success story.

• **CTA:** Donate Now

The Day After

As part of your follow-up communications, make sure to announce how much you raised and its impact. Thank and celebrate your fundraising community for a big Giving Tuesday success.
2 | Peer-to-Peer Fundraising Emails

For peer-to-peer campaigns that culminate on Giving Tuesday, use the following sample emails to recruit and motivate fundraisers leading up to the event. These templates can inspire or supplement your communication strategy.

3 to 4 Weeks Prior

- **When:** 3 to 4 weeks before Giving Tuesday, after you’re set to run your campaign and raise money

- **Who:** Core supporters (past fundraisers, volunteers, evangelists, board members)

- **What:** Appeal to your most dedicated supporters to recruit them into your campaign before opening it up to the wider public. This will help you build the initial momentum that can convince others to later hop aboard your success story.

- **CTA:** Start a Campaign

Sam,

The holiday season is just around the corner, and we invite you—our all-star supporter—to kick it off with us on Giving Tuesday!

Giving Tuesday is a global day of giving back. On the Tuesday following Thanksgiving, people around the world will come together to celebrate generosity and make an impact. This year, we want to raise $20,000 to provide 500 children with the education they deserve. With your help, we can make this a reality.

In fact, you’re part of a handpicked group of ambassadors whom we’re counting on to help us reach our goals. Your support is critical to The Book Club’s success, and we couldn’t change children’s lives without you. That’s why this Giving Tuesday, we’re inviting you to help us provide children with boundless opportunities to learn, and it’s as simple as creating your own fundraising page and reaching out to your network.

It only takes minutes to get started.

START A CAMPAIGN
2 Weeks Prior

- **When:** Two weeks before Giving Tuesday

- **Who:** The rest of your fundraising community (excluding those you've previously emailed)

- **What:** Now that dedicated supporters have 1 to 2 weeks of fundraising under their belts, it's time to broadcast your campaign to your wider audience. Let them know that Giving Tuesday is in two weeks, describe your goals, and encourage them to create personal fundraising pages.

- **CTA:** Start a Campaign (and “Donate Now” as a secondary CTA)

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On the Tuesday after Thanksgiving, people around the world will come together to celebrate and support meaningful causes. This year, our goal is to raise $20,000 by the end of Giving Tuesday to provide 500 children with a quality education.

At The Book Club, we believe that every child deserves the opportunity to learn. If you agree, let's come together and make this a reality. Start a fundraising page to rally friends and family to help send these children to school.

Thank you for being a part of this movement. By joining forces to give generously, we can make huge strides for children's education.

START A CAMPAIGN

DONATE NOW

Thank you for being a part of this movement. By joining forces to give generously, we can make huge strides for children's education.

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Facebook Twitter Instagram
1 Week Prior

• **When:** One week before Giving Tuesday

• **Who:** All fundraisers

• **What:** This email will coach fundraisers so they can be as successful as possible. Provide sample emails or social media posts to help supporters get their campaigns rolling. When it comes to emails, specify how many people and to whom they should reach out.

• **CTA:** Ask for Support Today (which links to their fundraiser login)

Get started on your quest to provide quality education for kids. Use the sample email below to send personal emails to five people, and include a link to your page. Reach out to your parents, siblings, or closest friends and ask them to help you reach your goal.

"Hey Lauren,

I'm fundraising for The Book Club's Giving Tuesday campaign. Giving Tuesday is a global day dedicated to giving, and this year The Book Club is raising money to send 500 children to school. How awesome is that?

I'm trying to raise $500 by the end of Giving Tuesday. Would you consider donating to help me reach my goal? I'm passionate about giving children the education they deserve, and I hope you'll support me and these kids by making a gift to my fundraising page below. Thanks in advance!"

ASK FOR SUPPORT TODAY
1 Day Prior

- **When:** Day before Giving Tuesday
- **Who:** Contacts who have not started a fundraising page
- **What:** While these supporters aren't fundraising for Giving Tuesday, let them know that they can still donate to push your campaign progress along.
- **CTA:** Donate Now

Day-of Email Series

On Giving Tuesday, you can use the same day-of email templates from the General Communications section to blast your entire network of supporters. It's also a good idea to continue to send emails to your fundraisers to motivate them. Regular progress updates every hour or two can keep your efforts top of mind and encourage fundraisers to sustain their momentum.

In just a few hours, people around the world will come together to celebrate giving back. Over the last few weeks, we've raised $7,000 toward our $20,000 goal to send 500 children to school. Our efforts will culminate tomorrow on Giving Tuesday, and we still need your help!

Partner with us by making a gift on Giving Tuesday. Better yet, your gift still has a chance to be **DOUBLED** thanks to a generous donor who has committed to match the first $8,000 raised.

We'll be in touch again soon to ring in Giving Tuesday. Help us cross the finish line early and give now.
Conclusion

With strategic, consistent communication, you can rally your fundraising community to raise big bucks on Giving Tuesday. And remember that your follow-up is just as important as your ask, so be sure to prepare your post-campaign messages and thank yous. Your efforts will kick off the holiday giving season the right way.
You’ve got the emails. Now get everything else.

Grab the tools, best practices, and resources you need to kick off one awesome Giving Tuesday campaign.

Get Your Resources →