

GAgives on #GivingTuesday email templates and best practices

What's your **GAgives on #GivingTuesday** secret weapon? Your email list. Through email, you can make long-form, targeted appeals to those who have already donated to or expressed interest in your nonprofit's work and send them straight to your GAgives.org page to make a donation. Here, we'll be sharing some email templates to help you get inspired, along with tips and best practices that will help you step up your email game for GAgives on #GivingTuesday.



GAgives on #GivingTuesday email templates

So, the idea behind these GAgives on #GivingTuesday email templates is that you can copy-and-paste them, customize a word here or there, and then send them off. But we're hoping you'll use these email templates as a jumping-off point, and add more content about your nonprofit's work and mission!

Sample 1 – Introduction to GAgives on #GivingTuesday (Two weeks before GAgives on #GivingTuesday)

Subject Line: What if we all gave on one day?

Body:

What if we all gave on one day? We can! On **Dec. 3**, our community will come together for 24 hours of unprecedented giving day to support the amazing work of [Organization Name] through **GAgives on #GivingTuesday**.

[Organization Name], a nonprofit that is dedicated to [Cause/Mission] is one of the charities participating in **GAgives on #GivingTuesday**. Help us raise awareness and funds for [Cause/Organization Name] by saving the date and making a donation online on **Dec. 3** at [Link to Organization Page].

Find out more by visiting [Insert Link] and remember – **Dec. 3** is the day to give!

Like us on Facebook [FACEBOOK PAGE] and Follow us on Twitter [@HANDLE].

Sample 2 – One week before GAgives on #GivingTuesday

Subject Line: Let's give together!

Body:

Every day, [Organization Name] works to [vision/goal]. Please join me in supporting [Organization Name] for **GAgives on #GivingTuesday** on **Dec. 3**. By giving just \$10, you can strengthen [mission/cause].

What: Give to [Organization Name] during **GAgives on #GivingTuesday**

When: **Dec. 3**

Where: Online at [Link to Organization Page]

How: Like us on Facebook [FACEBOOK PAGE] and Follow us on Twitter (@HANDLE).

Mark your calendar for **Dec. 3**! Early donations are open, so if you'd like to give now, all donations count toward our **GAgives on #GivingTuesday** totals!

Sample 3 – One week before GAgives on #GivingTuesday

Subject Line: Be a Hero and Support [Organization Name]

Body:

YOU can help [Organization Name] WIN BIG! Give during **GAgives on #GivingTuesday** on **Dec. 3** and [Organization Name] could win up to [Prize Money] in grants and prizes! Your \$10 donation will make an incredible difference!

What: Give to [Organization Name] during **GAgives on #GivingTuesday**

When: **Dec. 3**

Where: Online at [Link to Organization Page]

How: Like us on Facebook [FACEBOOK PAGE] and Follow us on Twitter [@HANDLE].

Tell your friends! Forward this email! Share it on Facebook and Twitter. Help us get the word out about **GAgives on #GivingTuesday**. Follow the leaderboard and help us get to the top!

Mark your calendar for **Dec. 3**! Early donations are open, so if you'd like to give now, all donations count toward our **GAgives on #GivingTuesday** totals!

Sample 4 – Day before GAgives on #GivingTuesday

Subject Line: Love [Cause/Mission]?

Body:

Tomorrow, **Dec. 3**, many will come together for a special 24-hour online giving day called **GAgives on #GivingTuesday** and I need YOUR HELP! I want to raise [\$GOAL] in 24 hours to support [Organization's Mission/Cause]. Please help me make a real difference.

Please support the vital services [Organization Name] does by donating online [Link to Organization Page] on **Dec. 3**.

Like us on Facebook [FACEBOOK PAGE] and Follow us on Twitter [@HANDLE].

Sample 5 – On GAgives on #GivingTuesday

Subject Line: Ready, Set, Give!

Body:

Today is the day – **GAgives on #GivingTuesday** is here! I'm on my way to raising [\$GOAL] for [Organization Name] in 24 hours. Will you help me?

Optional:

- [Organization Name] is in ____ place on the leaderboard – can you help them move up?
- Thanks to your generosity and enthusiasm, I have already raised [\$X]. I need [\$X] more – can you help me get there?
- Share your support on Facebook and Twitter by telling everyone about **GAgives on #GivingTuesday**.

Help me spread the word and let everyone you know that today is the day to give to [Organization Name]. Visit the leader board at **GAgives.org** and cheer [Organization Name] on!

Like us on Facebook [FACEBOOK PAGE] and Follow us on Twitter [@HANDLE].

Thank you for your support!

Email strategy

Running your email campaign

There are three basic phases to an email marketing campaign for GAgives on #GivingTuesday:

1. Build-up
2. Day-of

3. Follow-up

Build-up

The build-up phase of your campaign includes a “Save the Date” or introduction email, any email reminders you send out in the week and days before the event, as well as any email blasts you send out after your first GAgives on #GivingTuesday email.

You should make sure to weave GAgives on #GivingTuesday into all of your communications – include a “Save the Date” in your e-newsletter, and add it to the bottom of any email blasts. Repetition is the key to making something stick in people’s minds, so the more you repeat that “**GAgives on #GivingTuesday** is coming up on **Dec. 3**,” the more likely it will be remembered. Take a look at your full calendar of e-blasts to make sure you don’t miss any opportunities to plug #GivingTuesday!

How often you contact your donors about GAgives on #GivingTuesday is up to you. Here are the *must-have* emails you’ll want to make sure you send out:

- Save the Date
- Announcement that #GivingTuesday donations are open (Date TBD)
- Reminder the day before #GivingTuesday (Dec. 2)

Day-of

Email is going to be important on GAgives on #GivingTuesday! Nonprofits typically see great returns with a well-considered GAgives on #GivingTuesday email campaign. At a minimum, you will want to send these emails:

- Kick-off email at midnight
- Another email at the start of the workday
- Mid-day check-in and Call-To-Action (CTA) to donate
- Evening email with totals and CTA to donate
- An email at the start of any Power Hours you’re trying to win
- An evening check-in and CTA to donate

- Email warning that GAgives on #GivingTuesday is ending soon (final hour)

Follow-up

The most important part of any fundraising campaign is closing the loop and setting the stage for your next effort. The GAgives.org platform will automatically send each donor an email with their receipt (suitable for tax purposes) and the custom thank-you message your nonprofit has created, but **we recommend following up with each of your donors yourself.**

Plan on at least one email the day after GAgives on #GivingTuesday. Thank your donors for helping you reach your goal. Tell them how much you raised and how it will be used. Including something special, like a video of your entire staff saying “thank you” or an email from the Executive Director, is a great way to show your appreciation and keep your donors engaged so they will return to donate to your next campaign.

GAgives on #GivingTuesday email best practices

We often get questions like, “What is the best time to send an email?” and “How often should we email our donors?” The truth is that there are no hard-and-fast rules when it comes to email marketing. There is no magical number of times you should contact followers that will be sure to keep them engaged, but avoid donor fatigue. If we knew of a foolproof subject-line formula that lead to opens, we’d certainly tell you. But even if there are no cool “hacks” or tricks you can use, there *are* best practices you can follow to make the most of your emails on GAgives on #GivingTuesday.

Segment your GAgives on #GivingTuesday email list

Your supporters are individuals. They came to support your cause in a variety of ways and show their support in different ways. So you should be *talking to them as individuals*. Make sure you’re sending the right content to the right people, at the right time and frequency.

Take a look at the data you have on the people in your email list. How can you tailor your message to suit each segment? A good place to start is separating out major gift donors,

recurring donors, one-time donors, and people on your list who haven't made a donation yet. Here are some other ideas for segmentation:

- Volunteers
- Board members
- Lapsed donors (last gave over one year ago)
- Interests
- Where they registered for your emails

Run an A/B test

If you're not familiar with A/B testing, it's testing the response to two variables and comparing the results. When it comes to email marketing, there are a lot of variables you can A/B test: subject lines, button placement and style, email length, colors, images – the list goes on!

We recommend doing your A/B testing during the “build-up” phase of your campaign. Try out different things and measure your results. Use that information to optimize your #GivingTuesday emails when it counts the most!

Optimize for mobile

It's a tale as old as time. You spend hours perfecting an email that's a cornerstone in your fundraising campaign. You fine-tune the copy, make sure you have the *perfect* images, check and double-check your links – but only on your desktop computer. You forget to use a mobile-friendly template and don't check how it looks on an iPhone before you send it. A board member opens it on their phone and lets you know that it looks *bad*. You're mortified, and your email performs poorly. But this is *so easy* to prevent!

Make sure you use mobile-friendly email templates. Programs like [Constant Contact](#) and [MailChimp](#) make it easy for you to see that a template is mobile-friendly. Stay away from features like columns, sidebars, and side-by-side content boxes because they can cause layout problems on mobile devices. And *test your emails* on different devices to make sure they look good and function the way they're supposed to!

Do Quality Assurance

Here's some nightmare fuel for you: Imagine sending out an email to all of your supporters with a broken link to your **GAgives on #GivingTuesday** page. Scary, right?! Having a Quality Assurance (QA) process in place will prevent this nightmare scenario from ever happening.

Think of QA as a "check yourself before you wreck yourself" policy. You'll want to assemble a team (at least two detail-oriented people) and a checklist. Here are a few things to include your QA checklist:

- Check links to ensure they all work
- Look at how the email displays in different browsers and on different devices
- Detect and fix any formatting issues (line breaks, color display, alignment)
- Ensure that alt-text is provided for all images
- Check for typos, spelling errors, or factual errors
- Double-check that personalized fields are working properly

Include a CTA with an "ask"

It's all about the CTA, or call-to-action. Your subject line will get people to open your email and your content will keep them reading, but at the end of the day what matters most is the click-through to your GAgives.org donation page. So it's important to make sure you've got a strong CTA. Here are a few best practices to get the clicks you want:

- Be clear and concise. Your CTA button shouldn't have two lines!
- Explain *why* it's important in your appeal – your donors want to know how their gift will impact your work.
- Don't forget to include the ask. Believe it or not, it happens! A CTA button that says "Thank you for your contribution" is not going to be successful. This is because a) it's not asking for anything, and b) it's thanking the reader for something they haven't even done yet (which can make them less inclined to click because they've already gotten the thank-you).

- Keep it focused. Your email should have *one* CTA. You've heard of the famous jam study, right? When you give people too many choices, they tend to choose nothing. The same goes for including too many CTAs and links.

Keep your design simple

It may be tempting to *get fancy* with your GAives on #GivingTuesday emails and add lots of design flourishes, but keep in mind that the most effective email designs are simple, easy to read and digest, use web-safe fonts, and look great in all browsers, on all devices. Choose your color palette wisely, and stay away from garish or clashing colors.

Make sure your email is easy to read

Fundraising is an art, and we don't want to cramp your style, but your emails will perform better if they're easy to read. Try running your copy through an online Readability Tester to clean up your copy.