

## E-mail Templates

*Simple choose a version, customize, and send to donors and friends.*

### **Version 1: Introduce donors to the campaign**

Subject line – *Go for something engaging and eye-catching and watch your open rates soar. Not “Please donate” but “Why can’t more playgrounds look like this?” (from playground nonprofit KaBOOM!), or “Will all the beautiful women please stand up?” (from charitywater).*

Dear \_\_\_\_\_,

I woke up really excited this morning. While I’m always passionate about the work I do here at *NAME OF NONPROFIT*, there's something else that's got me pumped.

On November 15th, thousands of area residents are going to show their support for their favorite nonprofit during Give BIG Lexington. On that day, every donation and donor we get will go further to help us claim our share of more than \$110,000 in cash awards.

*(Insert a great photo of your work. Interesting action shots where you can see people’s faces create more engagement. Add a powerful first person account of someone whose life your work touched. For a great tutorial on storytelling, go here: <http://www.youtube.com/watch?v=r8rgty7gFzQ&feature=youtu.be>. To learn more about making a great ask, go here <http://www.youtube.com/watch?v=zWiTgXzhP-A&feature=youtu.be>).*

What really has me excited is that this is going to be a big event, and everyone will be talking about who they’re supporting. Think “American Idol” and we’re in the try-outs but need your support to make it to the top.

We need you to help us with these three things:

- 1) Mark November 15th on your calendar and add this giving link (*link to your nonprofit page on Give BIG Lexington*)
- 2) Follow us on Facebook and Twitter (*link to your sites and hashtag*) and help build the buzz.
- 3) Spread the word! Forward this email to your family and friends along with a personal note as to why you believe in our work, and why they should give on November 15th.

Help spread the excitement. Tell your friends and family why you think they should help us with their donation. Please be our champion, and help us see it to the top! We can’t wait to celebrate the difference your generosity will make on November 15th.

**VERSION 2: Short to donor base, sent closer to the giving day**

On November 15th, our community will come together for Give BIG Lexington, and we need YOU to join us. It's 24 hours of unprecedented nonprofit giving—and it's your chance make a real difference, right here in our community.

If you love *CAUSE*, then you love *NAME OF NONPROFIT*. And by showing your love through Give BIG Lexington, you help sustain this amazing organization, which gives so much to our community.

**Join me in supporting our community on November 15th, by donating online (*link to nonprofit page*).**

**VERSION 3: General to community**

On November 15th, our community will come together for Give BIG Lexington, and we need YOU to join us. It's 24 hours of unprecedented nonprofit giving—and it's your chance make a real difference, right here in our community.

If you love *LIST OF UNIQUE THINGS YOUR NONPROFITS DO*, then you love our local nonprofits. And by showing your love through Give BIG Lexington, you help sustain the organizations that give so much to our community.

**Join me in supporting our community on November 15th by donating online: [GiveBIGLexington.razoo.com](http://GiveBIGLexington.razoo.com).**