



Give to the Max Day Email Template

Dear Friend,

As you know, [Organization Name] is making a difference every day by/through [core mission or program ('providing safe shelter', 'arts and recreation', 'veterinary care and human interaction')]. Your generous support means the world to [core mission constituency ('homeless youth', 'children with cancer', 'collies and dachshunds')] now more than ever.

Join us on November 15, Minnesota's Give to the Max Day, and help us win a \$1,000 Golden Ticket. By partnering with GiveMN—an online giving website for Minnesota nonprofits—[Organization Name] will have 25 chances to maximize your gift on Give to the Max Day!

By making a donation on Give to the Max Day, your [\$XX target donation amount ('\$10', '\$25', '\$100')] gift could help us win an extra \$1,000 for our work in the community.

At the end of Give to the Max Day, one donation from across Minnesota will be randomly selected for a \$10,000 Supersized Golden Ticket! Help us increase our odds by making your gift on November 15 by visiting www.GiveMN.org and searching for [Organization Name as it's listed on GiveMN.org]!

(Add your specific call to action here. Do you want your donors to donate at 2am? Make several donations throughout the day?)

(Add information about any matching grants you've secured for Give to the Max Day.)

Together, we hope to raise more than [\$XX,XXX fundraising goal] on Give to the Max Day and we're counting on your help! Follow us on Facebook [hyperlink to your Facebook page] so you can share in the excitement of the giving day and remember to give November 15.

Sincerely,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

[Insert a link to your Facebook page]

[Insert a link to your Twitter page]

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