



**#GIVINGTUESDAY SPOTLIGHT**

**Subject:** Join the [Campaign Name] Movement

**Preheader:** [Beneficiary] overcame [Obstacle] thanks to people like you.

[First Name],

Over the last year, [Nonprofit Name] has been helping [Beneficiary] overcome [Obstacle].



Watch the Full Story

This year, we're looking to help [000] more people overcome [Obstacle]. You can help us achieve our goal by donating to [Nonprofit Name] on #GivingTuesday, November 27th. Joining this global movement helps inspire personal philanthropy and encourage charitable giving during the holiday season. Share in our progress by following us on [@NonprofitFacebook] and [@NonprofitInstagram].

Thank you for your support!

- [Name or Signature]

**P.S.**

Not able to participate on #GivingTuesday? You can give today at [Link] or  
text **[KEYWORD]** to **[00000]** for more information

 **Subject:** Join Us Tomorrow

**Preheader:** Help us make a difference on #GivingTuesday.



Organization Name

Phone Number

Website

[First Name],

Tomorrow, November 27th, we’re joining the national day of generosity, #GivingTuesday. It’s a day when you have the ability to positively impact [Beneficiary].

With your help, [Nonprofit Name] will be able to make a difference.

**Here are a few simple ideas for how you can participate:**

* Make a gift in honor of #GivingTuesday [Donation Link]
* Volunteer with us [Volunteer Link]
* Help us get the word out on social media, using the   
  hashtag’s [#CampaignHashtag] and #GivingTuesday
* Take photos demonstrating why our organization matters   
  to you and share it on your social platforms
* Do [something kind] for [someone else]

With your support, we can [Explain Impact for Beneficiaries].

Sincerely,

- [Nonprofit Name]

**P.S.**

Follow the [#CampaignHashtag] campaign, visit [website.org] or   
text **[KEYWORD]** to **[00000]** for more information



**Subject:** Thank You for Your Generous Gift

**Preheader:** You helped [000] people overcome [Obstacle].

[First Name],

Thank you for your gift in support of our #GivingTuesday campaign.

Because of generous donors like you, [Nonprofit Name] raised [Total Collected] yesterday. The money raised will enable us to [Impact You Want to Achieve].

This would not have been possible without you. We look forward to sharing our progress over the next year. Thank you again for your generous support.

With gratitude,

- [Executive Director or Board Chair]

**P.S.**

Follow the [#CampaignHashtag] campaign, visit [website.org] or

text [**KEYWORD]** to [**00000]** for more information