



#GIVING
TUESDAY



Type of Email: Introducing Giving Tuesday
When to send it: about two weeks in advance

Dear [Name],

Have you heard of Giving Tuesday? It's a global day of giving, and it's a great opportunity to make a difference in your community by donating to the causes you care about. This year, join all of us at [org name] as we rally with people around the world to raise money for our favorite causes.

Giving Tuesday is the Tuesday after U.S. Thanksgiving (so, [date] this year). With your help, [org name] will work to raise [goal amount], which will go toward [enter your campaign details here].

Your support will make [campaign outcome] possible. We hope you'll join us on Giving Tuesday to make that goal a reality!

Keep an eye on your inbox for more information as Giving Tuesday approaches!

Give Now



Contact Us | 888.855.9595 | Unsubscribe
Qgiv | 207 Bartow Road | Lakeland, FL 33801



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Type of Email: Awareness-Building/Reminder
When to send it: one week in advance

Dear [Name],

Giving Tuesday is only a week away! Are you ready to start the season of giving?

This year, [org name] is working toward raising [goal amount] that will provide [results of campaign]. Will you join us? A small gift of just [donation amount] dollars provides [impact]!



We'll be in touch with more details soon! In the meantime, check out this neat resource [link to website, blog, or video here] and learn more about the people your Giving Tuesday gift will support.

Give Now





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Type of Email: Reminder email
When to send it: the day before Giving Tuesday

Dear [Name],

Black Friday and Cyber Monday are great opportunities to find gifts for your family and friends. Giving Tuesday is an opportunity to give gifts to the rest of the world!

Tomorrow, [org name] will join Giving Tuesday, a global movement to do good in communities around the world. We're teaming up with people like you to raise [goal amount] to [impact statement related to your campaign]. Will you join us?

With a simple donation of [ideal gift amount], you'll make an [impact statement related to your campaign].

[Include matching gift information here, if applicable]

We can't wait to see what you and our community will do to help [the people you help]. Please donate, share our page, and spread the word about this wonderful mission!

Give Now





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Type of Email: Launch email/building excitement
When to send it: the morning of Giving Tuesday

Dear [Name],

Today's the day! Today, millions of people across the world will celebrate Giving Tuesday by supporting their favorite nonprofit missions. Will you be one of them?

Please join the Giving Tuesday movement by giving to [org name]! Your gift will help [impact statement related to your campaign]. We hope to work with you and our community to raise [goal amount], which will go toward [what your organization will spend the money on doing].



A gift of [desired donation amount] will go such a long way toward [fulfilling your mission] .

Please make a gift today!

Give Now





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Type of Email: Update/building excitement
When to send it: During Giving Tuesday

Dear [Name],

It's happening!! Because of people like you, [org name] has already raised [amount raised] this Giving Tuesday. Those donations will go to [make this impact statement something related to your campaign].



[Insert a picture of your progress thermometer here]

If you haven't joined the amazing group of people supporting this work, now's your chance! Here are some ways you can make a difference this Giving Tuesday:

- + Make a gift of [desired donation amount], which will [have this impact] or
- + Give any amount you feel inspired to give!
- + Forward this email to someone who's passionate about [your mission]
- + Go check out our social media channels and like or share our posts

We hope you'll join our community of friends who are working together to solve [the problem you're solving].

Happy Giving Tuesday!





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Type of Email: Final daily update/building excitement
When to send it: Near the end of Giving Tuesday

Dear [Name],

We're almost there! The [name of your community] community has raised an astonishing [amount] this Giving Tuesday. That money will go toward [what you're going to accomplish with the gifts].



[Insert your progress thermometer here]

It's not too late to make a difference! There's still time to join this global day of giving and help [include an impact statement related to your campaign].

Here's an idea of how much good your gift can do!
[Insert impact statements from your donation form's suggested donation amounts].

Will you help us reach our goal?

Give Now





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Type of Email: Post Giving Tuesday/invite to stay involved
When to send it: The day after Giving Tuesday

Dear [Name],

You did it! Thanks to you, our Giving Tuesday fundraiser was a huge success! Together we raised [insert Giving Tuesday total amount raised here] to [insert your goal here].

But just because Giving Tuesday's over doesn't mean our partnership with you has to end. There are still a lot of ways you can help [nonprofit name] throughout the year.

+ [Insert name of program donor can support]

+ [insert name of program donor can support]

+ [insert name of program donor can support]

So give yourself a pat on the back. You've done an awesome thing for [the people the nonprofit serves].

Thank you for supporting [nonprofit name] & [the people the nonprofit serves]





Qgiv provides a full suite of fundraising solutions that integrate with industry-leading CRMs and email providers to provide a personalized giving experience for donors. In addition to providing flexible, low-cost fundraising tools, Qgiv is committed to helping people fulfill their passion to make a difference for others by equipping fundraisers with tools and educational resources to advance their knowledge and move their missions forward.



Donation
Forms



Text
Fundraising



Integrations
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Peer-to-Peer
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Auctions



Event
Registration



www.qgiv.com



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