

9 Giving Day Templates

THAT DRIVE DONATIONS:

Email, Social Media, & Text



For a successful Giving Day, you need to reach your donors where they are. In this digital world, that's engaging them with email, social media, and text!

Check out these 9 Giving Day templates to help drive donations for your next Giving Day.

GIVING DAY EMAIL TEMPLATES

1 Month Before Giving Day

Subject: New Message

Hello [name]!

Our team works hard to support and bring awareness to [organization's cause]. I am so [grateful for the role you've played in pushing our mission forward/grateful for the opportunity to get you involved].

In the last year alone [statistic about the need that your organization addresses]. Ever since [year of founding], our team has been [hosting events, raising money] to help [specific positive impact of your organization].

What if we all came together to support [organization's mission]? We can!

We are organizing a Day of Giving campaign on [date]. We're humbly asking for your support. We have a goal of [raising \$x]. Will you help us?

Your assistance is essential and very much appreciated.

GIVE NOW

SEND

2 Day Before Giving Day

Subject: New Message

Tomorrow is the day! During the next 24 hours, supporters of [organization] will come together to participate in a day of giving to support [your mission].

At [organization's name] we have a goal of [raising \$x] in just 24 hours. Thanks to supporters like you, we believe it's possible. Will you help us?

SHOW YOUR SUPPORT

P.S. – Share your support on social media by letting your loved ones know tomorrow is the day to support [organization's name]!

SEND

3 During Giving Day

Subject: New Message

Wow! Thanks to the generosity and enthusiasm of our donors, we have already raised [\$X]. We need [\$X] more to reach our goal – can you help us get there?

If you feel called to give, you can make a quick donation that will be a part of something life changing!

- \$25 donation can [impact statement].
- \$50 donation can [impact statement].
- \$100 donation can [impact statement].
- \$250 donation can [impact statement].
- \$500 donation can [impact statement].

The day is almost over. Help us cross the finish line strong.

DONATE NOW

SEND

GIVING DAY SOCIAL MEDIA TEMPLATES

4 Before Giving Day

Name

Today 10:00

[Organization name]'s Day of Giving is almost here! We can't wait to bring our community together to support [mission].

Stay up to date with all the details of our Giving Day and more by [following us/ subscribing to our newsletter].

You and 99 others

100 Comments



Like



Comment

5 During Giving Day

Name

Today 10:00

It's here... [name of Giving Day campaign]! In the next 24 hours, we're looking to [raise \$X] to support [mission]. Help us start the day of strong by making a donation and clicking that share button. Donate now, spread the word, and follow along for more exciting updates as the day continues!

You and 99 others

100 Comments



Like



Comment

6 After Giving Day

Name

Today 10:00

THANK YOU! We set a goal of [raising \$X] for our Day of Giving, and thanks to [X donors] we were able to raise [\$X]! Because of your unwavering support, we will be able to [tangible impact of your Giving Day donations].

From the bottom of our hearts, thank you! And a special shoutout to our top supporters today [@username, @username, & @username].

You and 99 others

100 Comments



Like



Comment

GIVING DAY TEXT MESSAGE TEMPLATES

7 Before Giving Day

Save the date... Giving Day is coming on [date]! You can make a difference during these 24 hours of giving by making a donation to [organization name]. Until then, check out our website or follow us on social media [links to both].

8 During Giving Day

Giving Day is HERE! We're so thankful for the support of our donors just like you. In the next 24 hours, we're looking to raise [\$X]. Can you help us?

9 After Giving Day

The results are in... we were able to raise [\$X] in support of [mission topic] in just TWENTY-FOUR HOURS! From the bottom of our hearts, thank you for your support. We couldn't be more grateful.



Get Ready for Your Next Giving Day with OneCause

Raise more for your cause this Giving Day by offering stronger engagement with OneCause online fundraising software.

TAKE A TOUR

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