

EMAIL BLASTS

A personalized email focused on GiveBIG can be a great way to draw attention to your organization's friends and followers. Emails are great for reaching a large number of people in a short amount of time.

REMEMBER: Many of your donors will be receiving emails, seeing Facebook and Twitter posts, and getting calls from multiple nonprofit organizations, all asking for their participation on May 10. While it's important to get the word out about GiveBIG, you don't want to inundate your donors with too many e-communications. While we encourage you to utilize the resources and sample language that we provide, we also want you to think about how your nonprofit's communications can really stand out!

We have included a few messaging templates for key communications to help you get started!

Email Template 1: GiveBIG Announcement to Donors

Subject: Be part of GiveBIG 2017! Every dollar means more on May 10.

Dear [INSERT Name],

On May 10, 2017 [INSERT your organization name] is joining more than one thousand nonprofits in raising money to help make Greater Seattle a stronger, more vibrant community for all.

[INSERT a story or description of your goal for GiveBIG and projects these donations will help fund. You can also add a photo and story here.]

Three ways you can help:

1. Mark your calendar for May 10, 2017 and bookmark this giving link: [INSERT the direct link to your GiveBIG profile page here]
2. Please make a donation to support us on Wednesday, May 10, 2017. If you can't participate on May 10, you can give early starting on April 27.
3. Help us spread the word! Follow us on Facebook and Twitter [include your organizations' Facebook link and Twitter handle]. Follow the hashtags #GiveBIG.

Now More Than Ever.

Sincerely,

[INSERT email signature, your Twitter and Facebook handles and any event tagline]

Email Template 2: Event Reminder

Subject: GiveBIG on May 10!

Dear (INSERT name),

On May 10, 2017, from 12:00 a.m. to 11:59:59 p.m., [INSERT your organization name] is participating in Seattle Foundation's GiveBIG! Your donation will go a long way in helping us [INSERT value proposition]. (INCLUDE if you have matching funds): Plus, [INSERT total here] bonus matching funds - will make your dollar go even further!

We hope you will support us [INSERT the direct link to your GiveBIG profile page here] on May 10! Now More Than Ever.

Sincerely,

[INSERT email signature, your Twitter and Facebook handles and any event tagline]

Email Template 3: Use on event day: May 10

Subject: GiveBIG today! Help us reach our goal.

Dear [INSERT name],

Today, May 10, is GiveBIG (#GiveBIG)! Will you join in supporting [INSERT your organization name with the direct link to your GiveBIG profile page]?

This year, we set a goal to have [INSERT number of donors]. Please help us reach our goal by donating [INSERT a suggested minimum donation here] or more on [INSERT GiveBIG Profile Page link here], and by asking your family and friends to donate too!

We appreciate your help in [INSERT short mission/category] today.

Sincerely,

[INSERT email signature, your Twitter and Facebook handles and any event tagline]