



16 Email Templates For **Giving Tuesday** Through Year-End



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Introduction

Introduction

In 2021, U.S. nonprofits raised an estimated \$2.7 billion on Giving Tuesday.¹

While impressive, Giving Tuesday is just the kickoff to the most lucrative time of year for nonprofits: the year-end giving season. In fact, 30% of donation volume on Classy occurs from Giving Tuesday through December 31 with 2X higher conversion rates on Giving Tuesday and New Year's Eve compared to an average day of the year.² You need to ensure you have a solid communication strategy during this critical window.

To help you make the most of the entire giving season, we created 16 email templates that you can use to seamlessly transition from Giving Tuesday into your year-end campaign.

Whether you flip your Giving Tuesday campaign into your year-end campaign, or have a separate campaign waiting to be turned on, you can use these email templates to extend your momentum from Giving Tuesday, activate your community, and potentially tap those newly acquired Giving Tuesday donors to give again.

Get ready to craft an effective email strategy that will engage supporters from Giving Tuesday through the end of the year.

¹ GivingTuesday, <https://www.givingtuesday.org/>

² Classy, "The State of Modern Philanthropy: The Path to Lasting Donor Connections." <https://donationtrends.classy.org/>



Email Segmentation

Email Segmentation



DID YOU KNOW?

The average office worker receives 121 emails per day.⁴

If you add in the personal messages, event invitations, newsletters, coupons, and miscellaneous content that the average email user receives, it goes without saying that your organization needs to do everything it can to stand out in supporters' inboxes.

One of the most important ways you can do this is by segmenting your email list based on specific criteria and tailoring the content accordingly.

Based on the sophistication of your email strategy, you can segment your donor lists to many degrees, but here we will focus on two main segments that you should use for year-end emails.

The first segment comprises donors who already made a gift during your Giving Tuesday campaign (and thereafter), and the second includes those who have not yet made a gift to either your Giving Tuesday or year-end campaign.

⁴ Campaign Monitor, "The Shocking Truth about How Many Emails Are Sent." <https://www.campaignmonitor.com/blog/email-marketing/2019/05/shocking-truth-about-how-many-emails-sent/>



Email Segment 1

Email Segment 1

Donors Who Made a Gift During Your Giving Tuesday or Year-End Campaign

This email will be the same for both segments as it is a celebratory message thanking your community and sharing the results of your Giving Tuesday campaign.



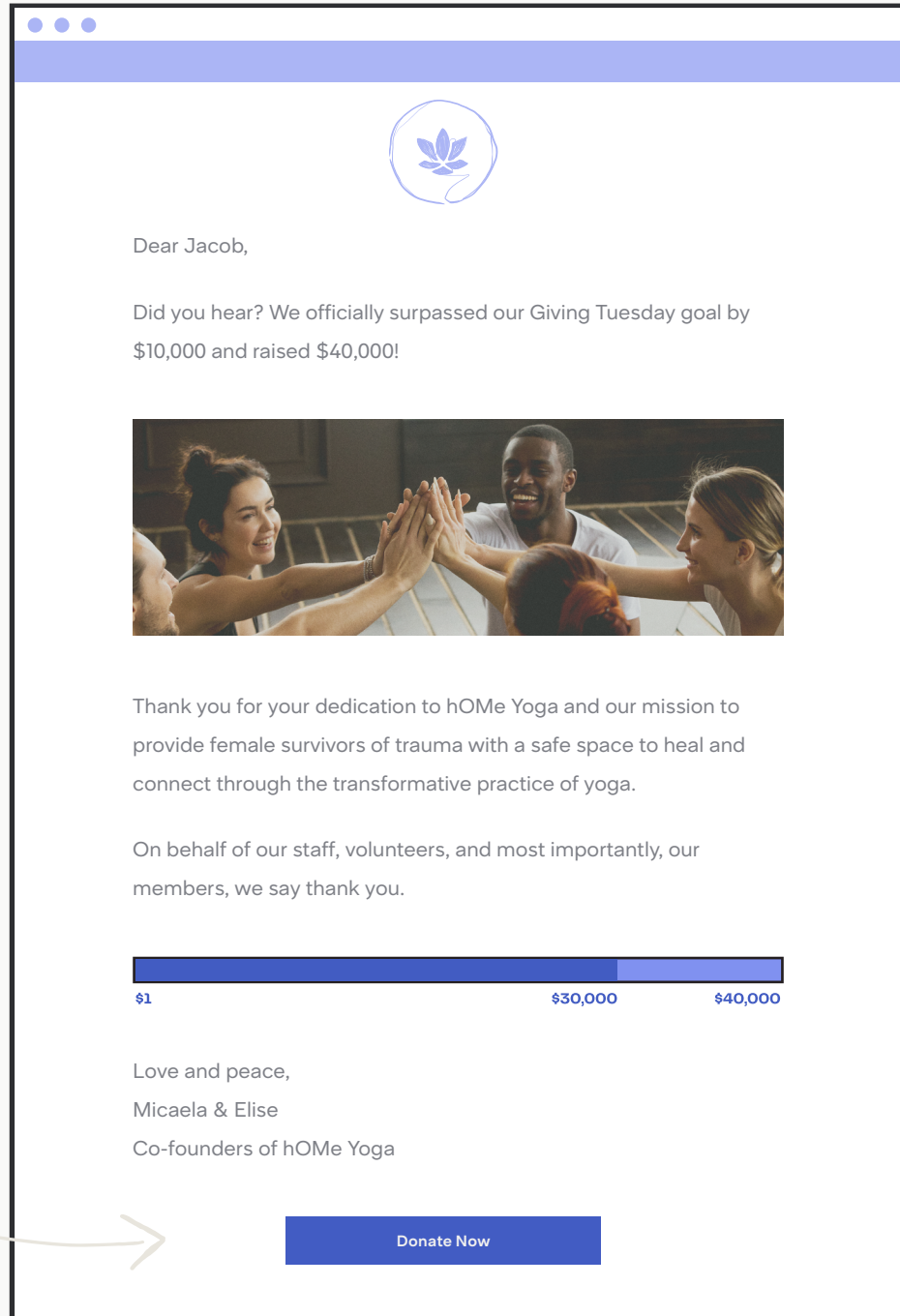
Day After Giving Tuesday

1 SUBJECT LINE

**We Crushed It,
Thanks to You**

2 PRO TIP

If your Giving Tuesday campaign is still live, include a donate button to show people that it's not too late; they can still support your campaign.

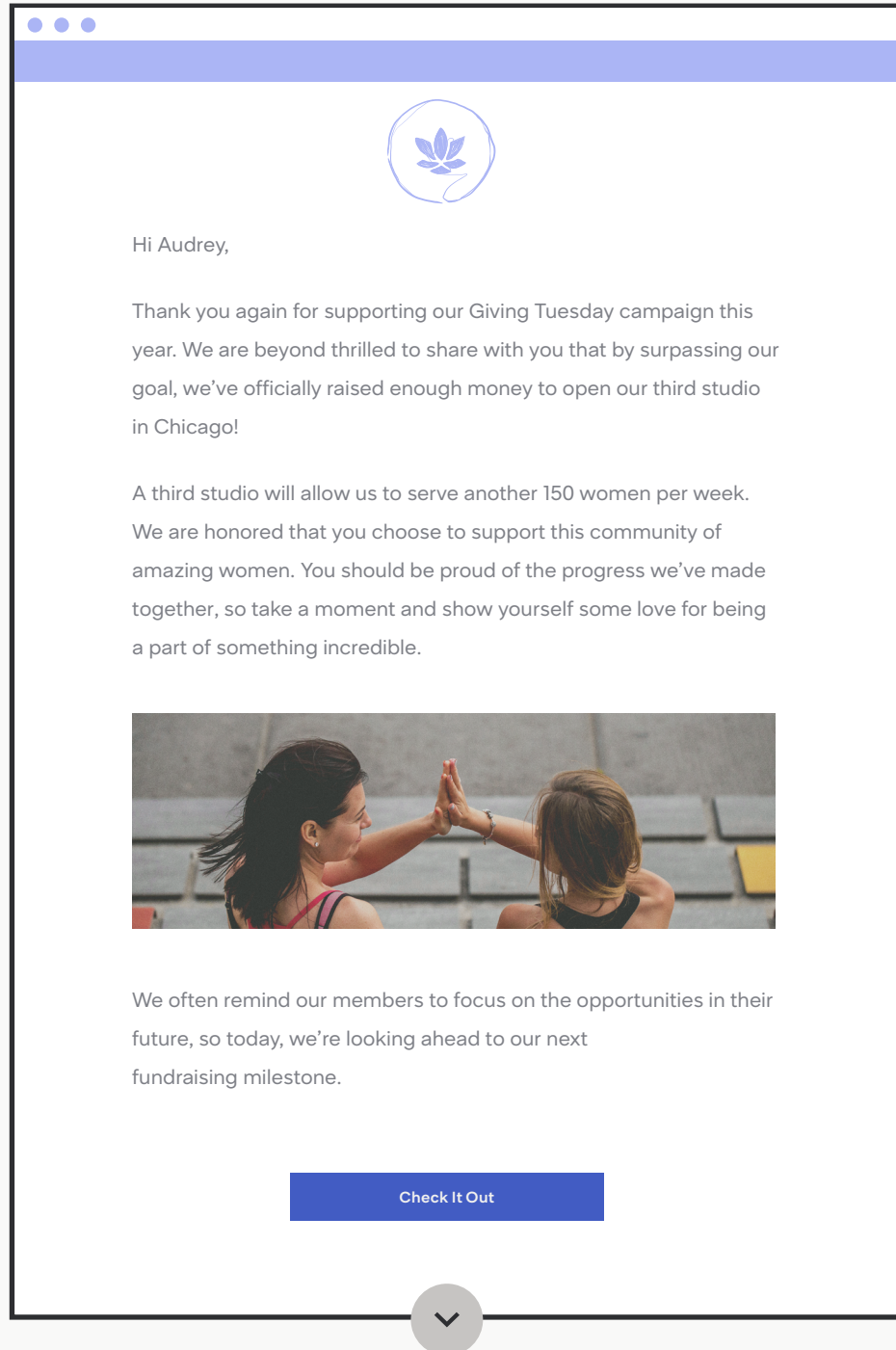


4 Weeks Until December 31

1 SUBJECT LINE

Here's What Your Donation Made Possible

Use this email to share how you'll be using the funds raised from Giving Tuesday, and then announce your year-end campaign. Since the recipient just donated, your main call-to-action (CTA) should use softer language, such as encouraging them to "check out" the campaign instead of "donate now."



1 PRO TIP

Even when a donation is not your main ask, still include a donate button in your emails so that supporters always have a convenient opportunity to give again.



We want to share our year-end campaign and announce our goal of raising another \$50,000 before the new year hits. Thank you again for your continued support, and check out our campaign below to learn more about what this next milestone can do for our community.

Donate Now

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga



3 Weeks Until December 31

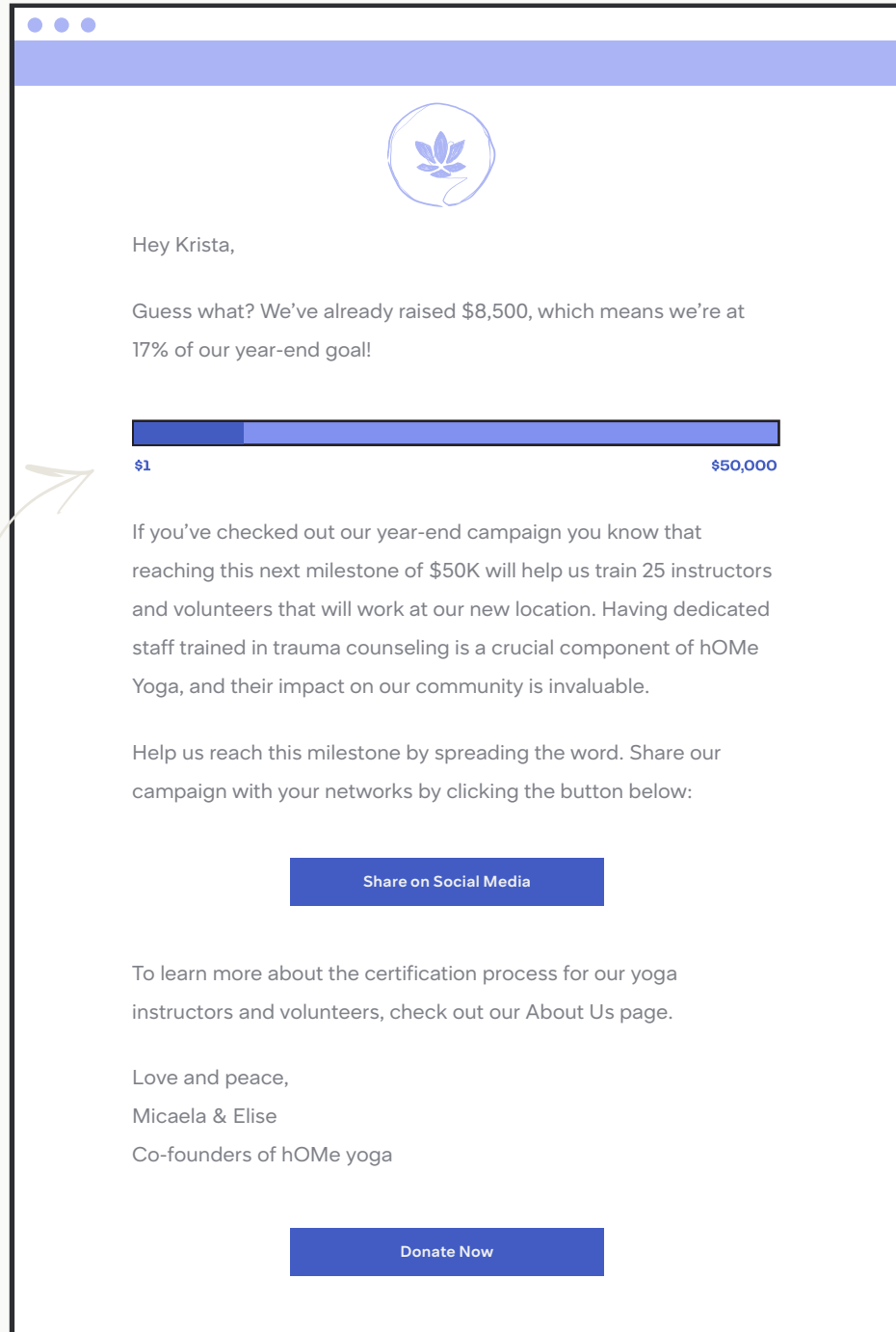
1 SUBJECT LINE

**We're Already at
17% of Our Goal!**

This email will share your year-end campaign's progress. Just as with the previous email, your main CTA should be a softer ask. In this case, you can ask supporters to share your campaign with their networks. That way you boost awareness and potentially attract donations without fatiguing your current donors.

2 PRO TIP

Make graphics in advance to share on social when you hit major milestones of your goal: 25%, 50%, 75%, and so on. If your organization is close to hitting your goal, or has already reached your goal amount in the days leading up to December 31, focus your communications on going above and beyond your goal.



2 Weeks Until December 31

1 SUBJECT LINE

Meet One of Our hOMe Members

With just two weeks left in the year, you want to be direct with your supporters and ask for donations. In this email, share a compelling beneficiary story to demonstrate the impact of your work and remind donors of the people behind your cause. Continue to include campaign progress graphics throughout the rest of your emails and start including a countdown to increase the urgency to donate.

2 PRO TIP

Use visuals to demonstrate the emotion behind your powerful impact stories.



Hey Matt,

We are so proud of our members and their strength inspires us everyday, so we want to share the story of one of our incredible hOMe members with you.



"Before I joined hOMe yoga, I felt like I had no control. I was healing physically, but mentally, I was completely disconnected. I pushed down my anxiety, sadness, and anger and pretended like I was fine—in fact, if you asked how I was, all I could say was, 'fine!' I was walking around in a fog for months. But within minutes of my first class at hOMe, I felt a calm stillness. Between focusing on my breath and movements of my body, and knowing that I was surrounded by caring, kind women who understood what I'd been through, I felt at peace in the quiet. It's been almost two years since my first class and I still look forward to every time I walk through the studio door."

-Kara, 28

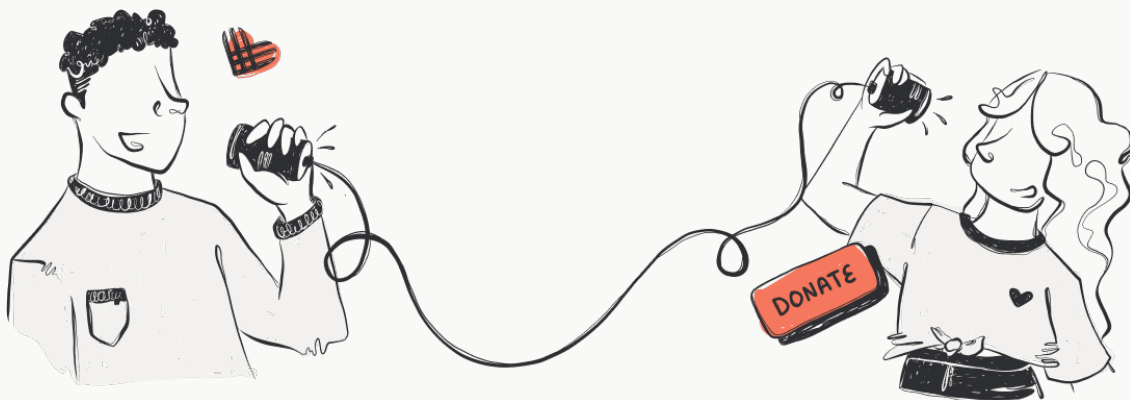


Help us serve more women like Kara. With just over two weeks left to hit our year-end campaign goal, we're excited to share that **we've raised \$22,500 so far!** This puts us at 45% of our goal and we know that with the help of dedicated supporters like you, we'll hit \$50,000 by December 31.

[Donate Now](#)

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

[Share Our Campaign](#)



1 Week Until December 31

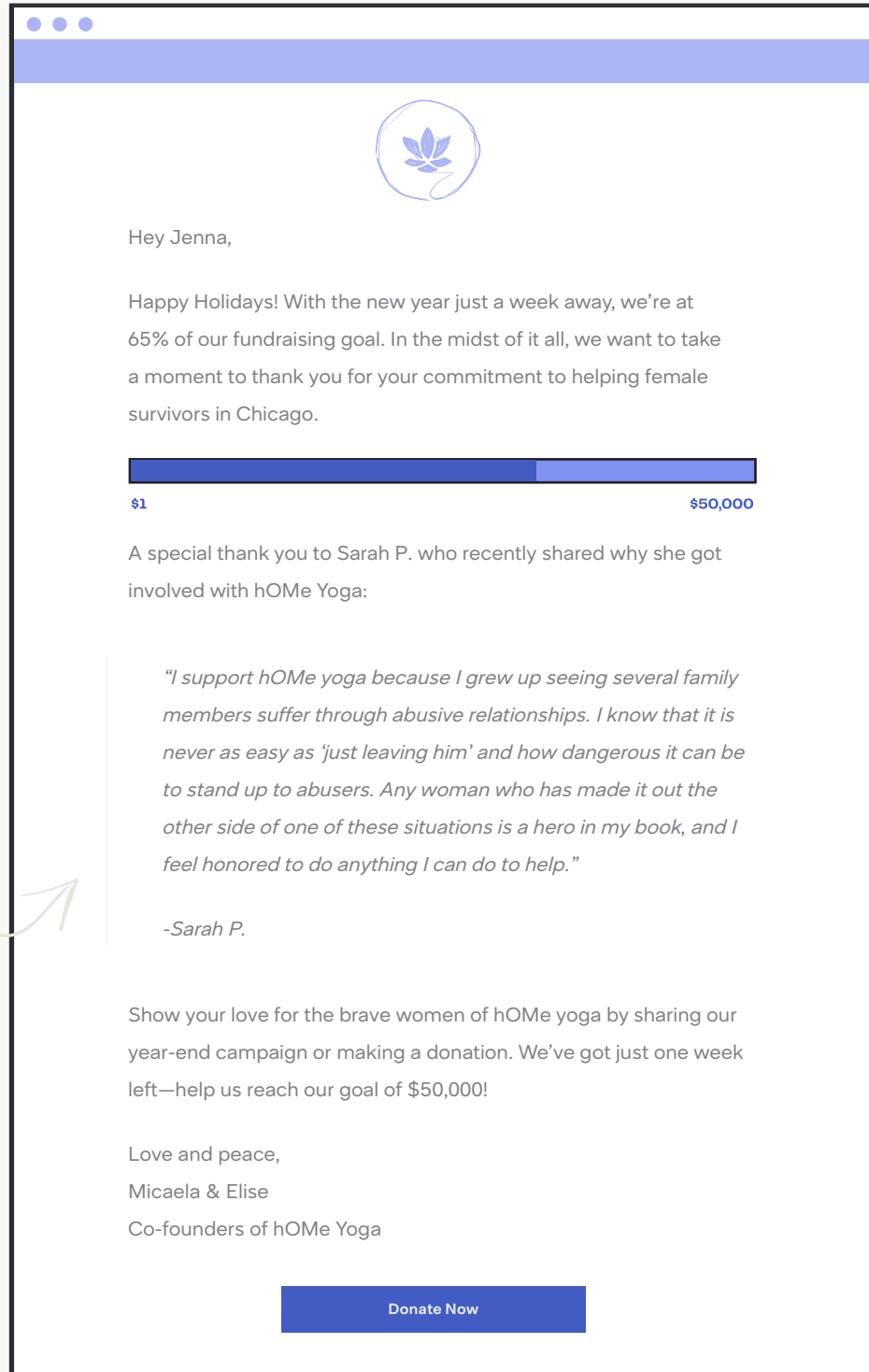
1 SUBJECT LINE

**hOMe Supporter
Spotlight: Sarah P.**

With only one week left, you can begin to be more direct with your appeals. One way to encourage current donors to give is by sharing social proof stories of other donors who have had a positive experience with your organization.

2 PRO TIP

Compile a list of your most loyal donors and send tailored communications to ask them to share the story of why they support your nonprofit.

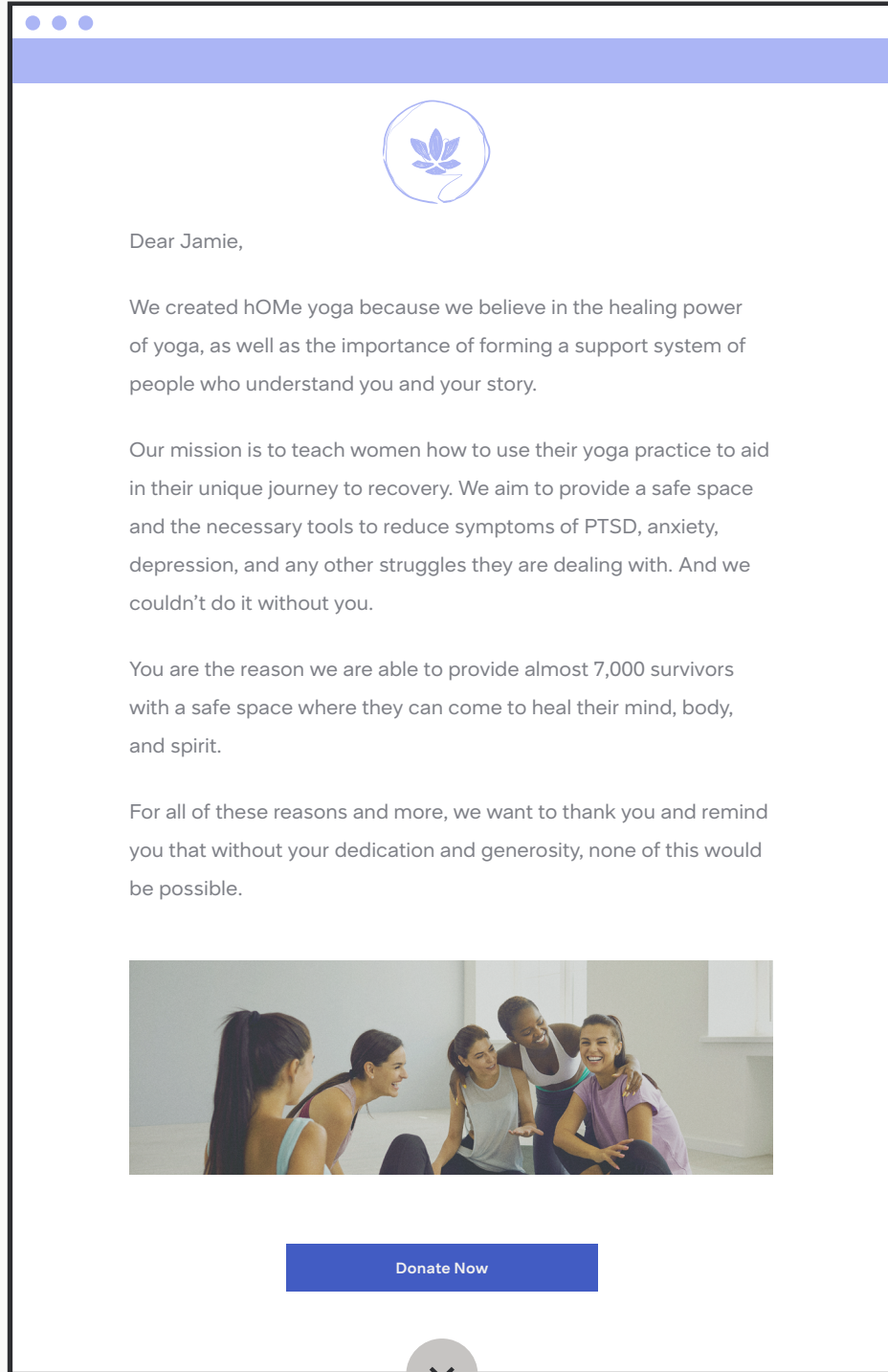


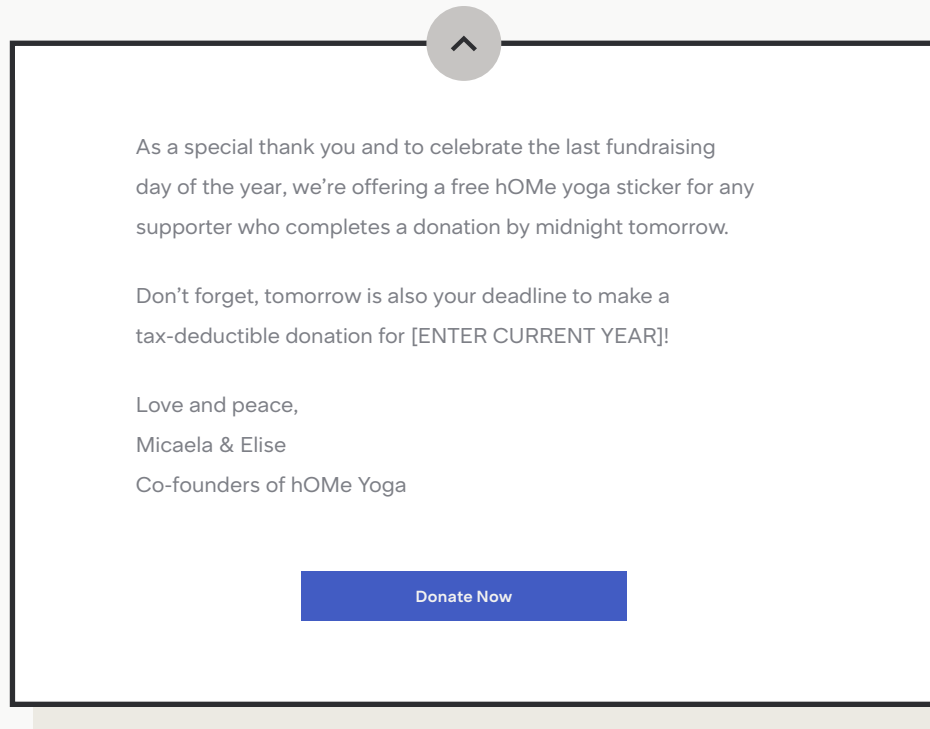
1 Day Until December 31

1 SUBJECT LINE

You Make It Possible to Achieve Our Mission

You've been creative in your messaging up to this point, so use today's email to zoom back out and remind donors of your mission. Drive home the "why" behind your cause by sharing programmatic impact and the difference that an individual donor can make, as well as your mission statement.



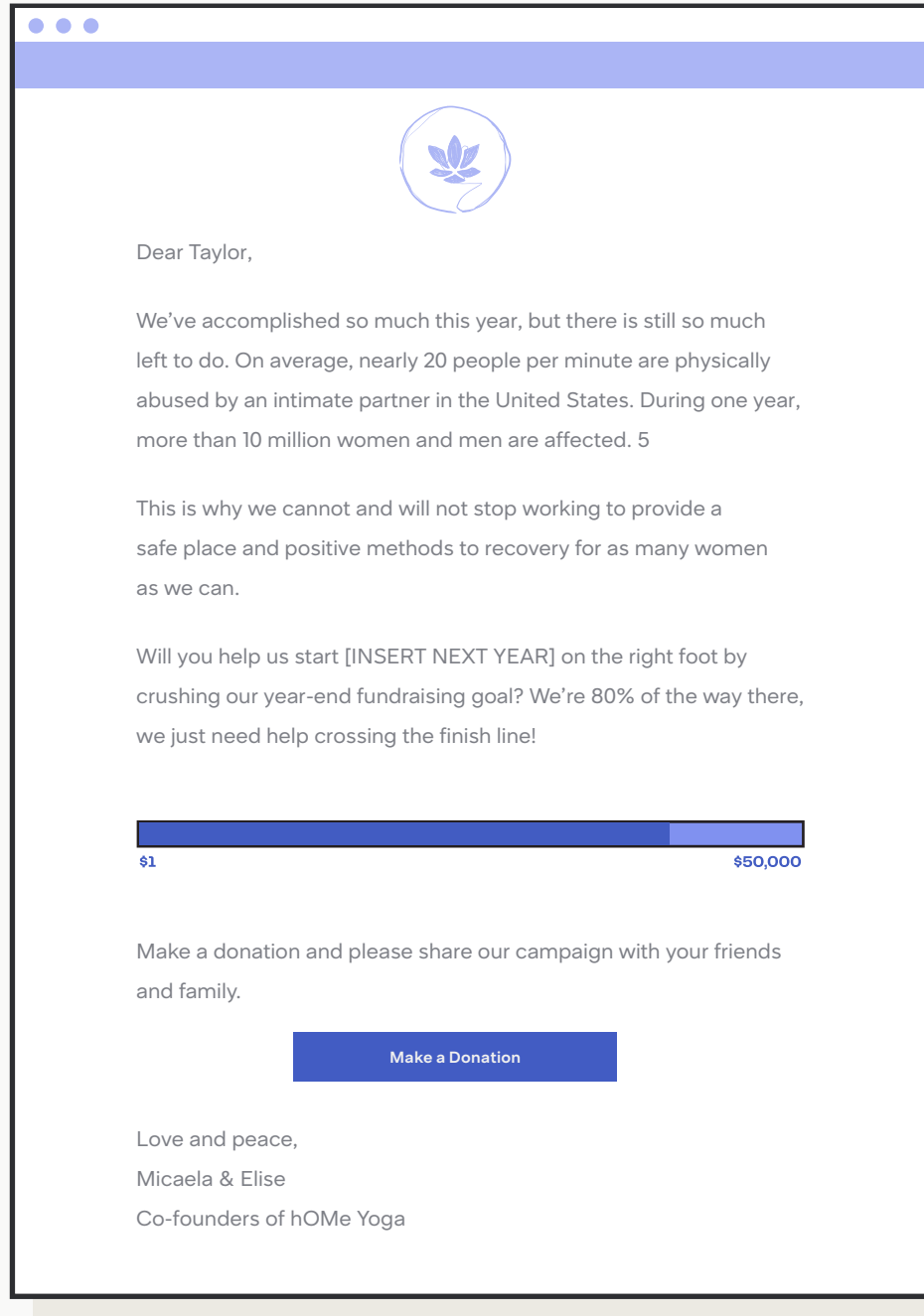


Morning of December 31

1 SUBJECT LINE

**20 People Per Minute
Are Physically Abused...⁵**

It's the last day of the year,
so don't be afraid to ask people
who have already given to make
another donation. Share data
points or statistics about your
mission to drive home the reason
behind your cause.



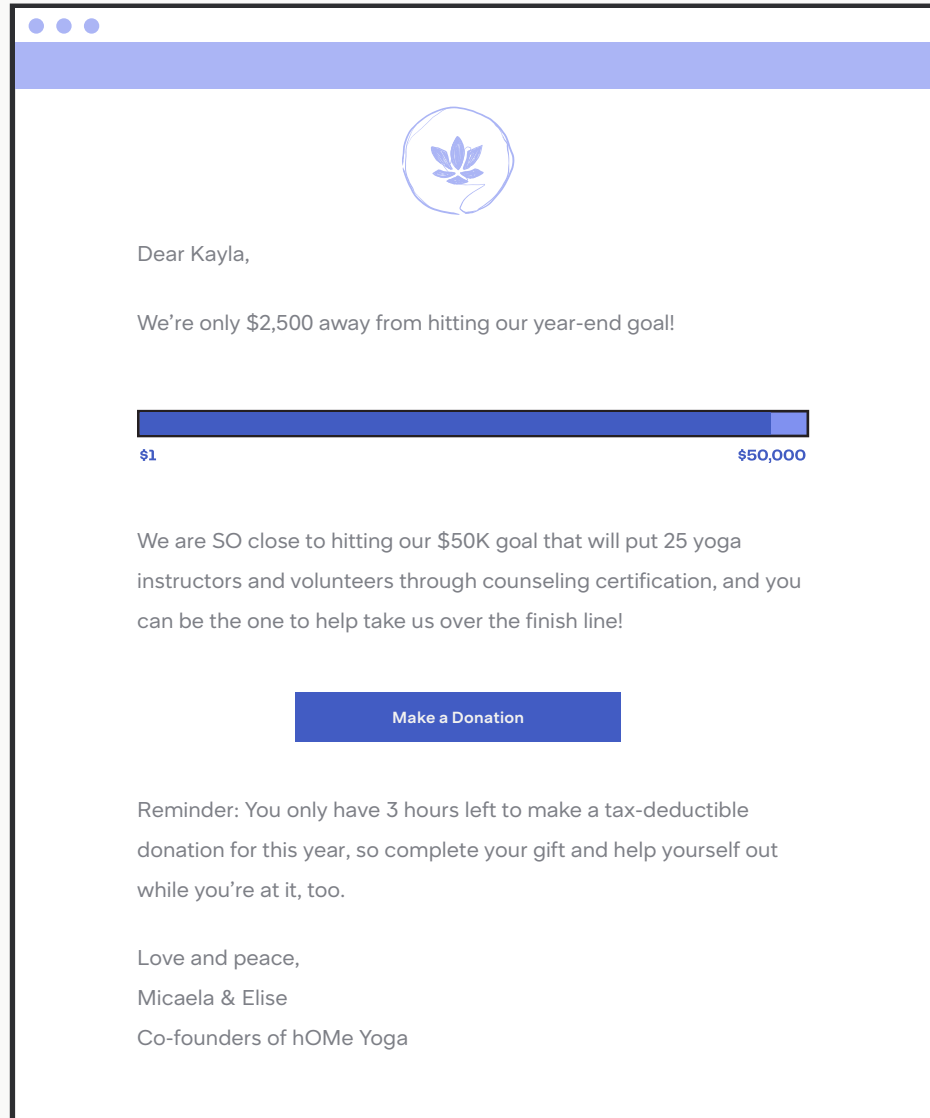
⁵ National Intimate Partner and Sexual Violence Survey, https://www.cdc.gov/violenceprevention/pdf/nisvs_report2010-a.pdf

Afternoon or Evening of December 31

1 SUBJECT LINE

You Can Take Us Over the Finish Line!

This is the last fundraising day of the year, so continue to share progress updates throughout the day. In addition to a morning email, we suggest at least one email later in the day. These emails should be exciting, include progress updates, and make donors feel like they are a part of your campaign's success.





Email Segment 2

Email Segment 2

Donors Who Haven't Yet Made a Gift

This segment is for anyone on your email list who didn't make a gift to your Giving Tuesday campaign. However, be sure to continually update your list so that once someone completes a donation, they are moved to the other email segment to get the appropriate messaging.



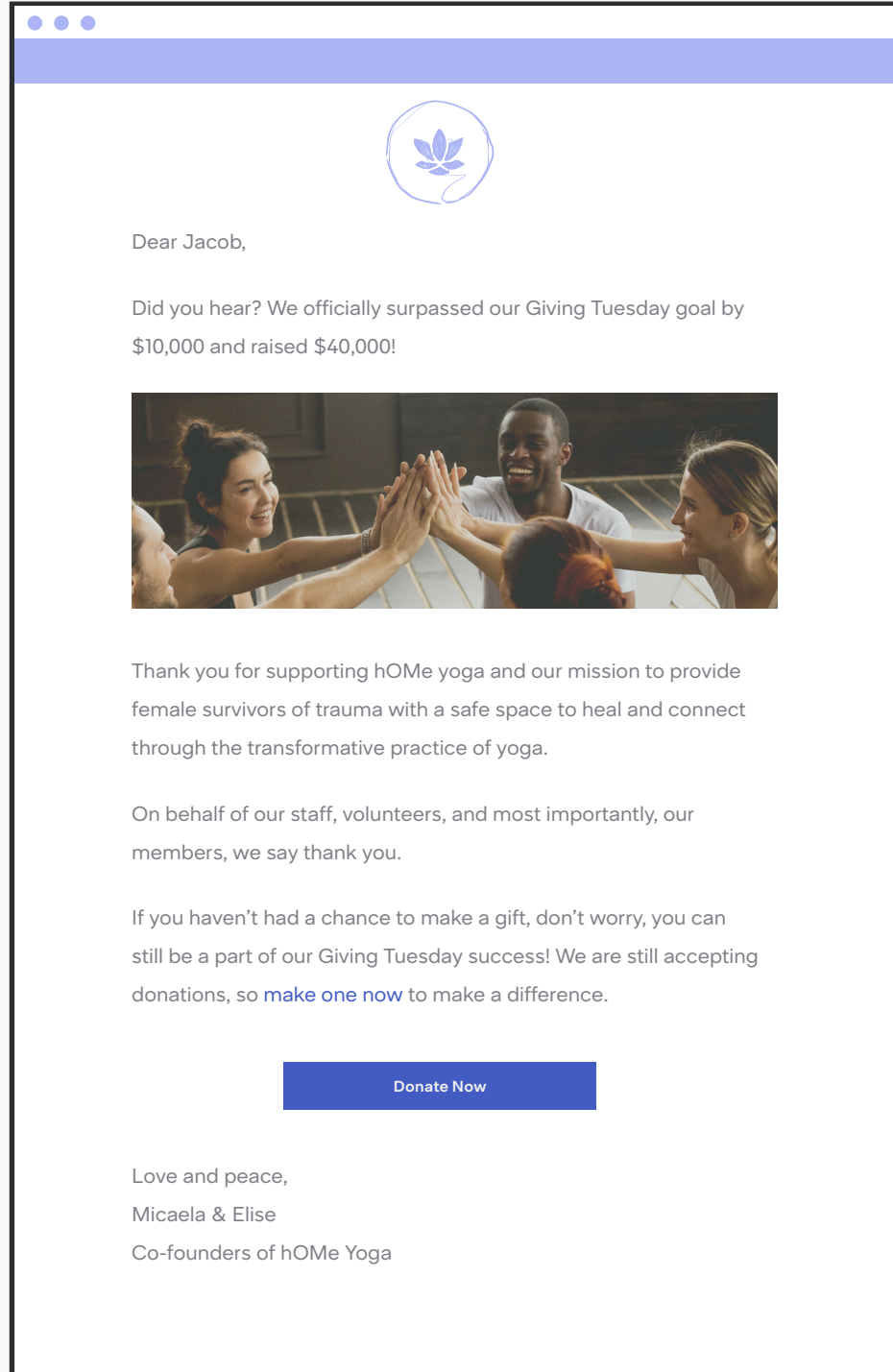
Day After Giving Tuesday

1 SUBJECT LINE

We Crushed Our Giving Tuesday Goal

This email will largely be the same for both segments, as it is a celebratory email thanking your supporters and sharing the results of your Giving Tuesday campaign.

Since this email is for donors who have not yet made a gift, include a more direct CTA to donate.



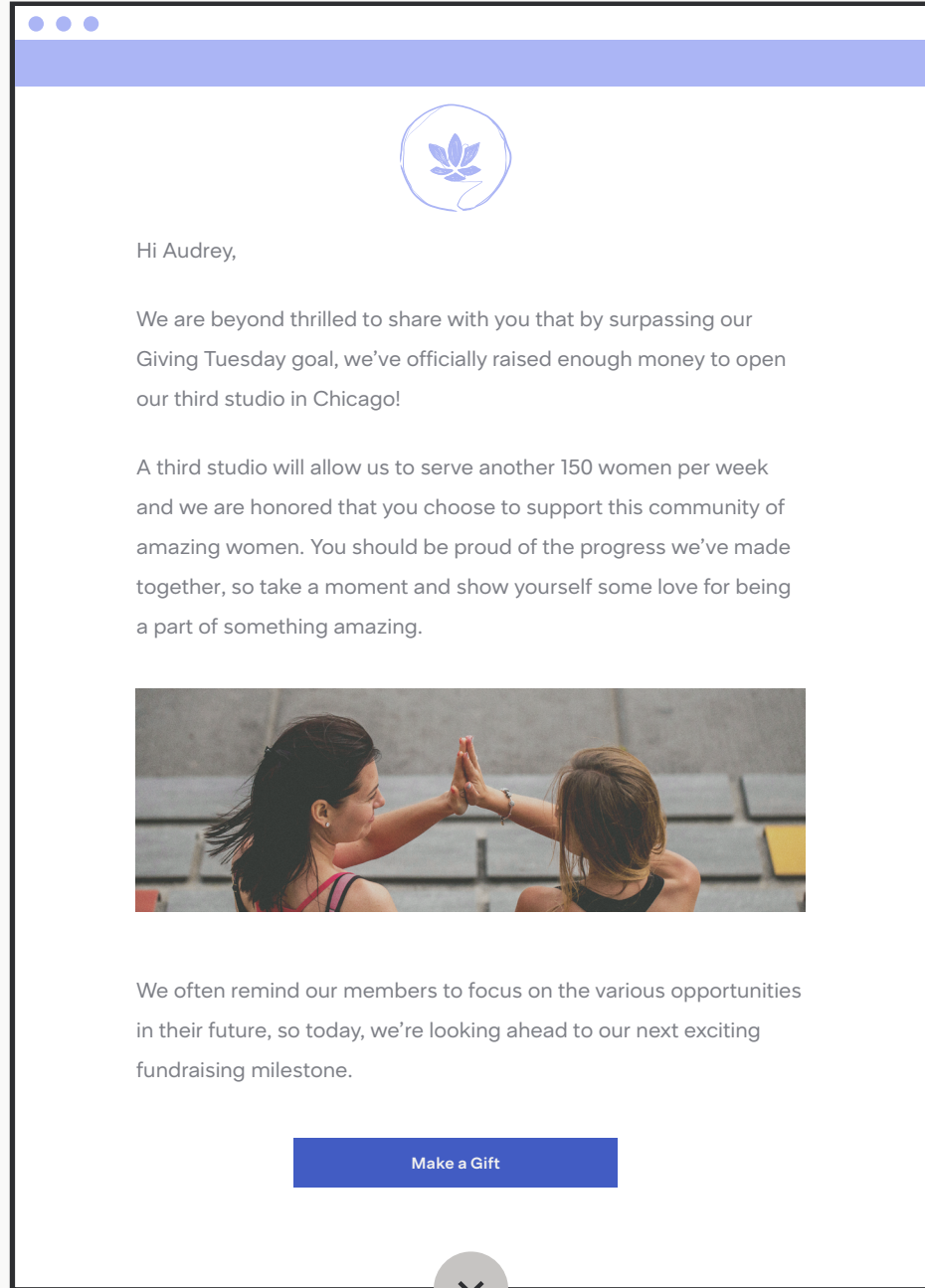
4 Weeks Until December 31

1 SUBJECT LINE

Here's What We Accomplished on Giving Tuesday

Use this email to share how you'll be using the funds raised from Giving Tuesday, and then announce your year-end campaign.

Since the recipient hasn't recently made a donation, you can be more direct in your ask. Instead of just asking them to check out your year-end campaign, encourage them to make a donation.





We want to share our year-end campaign and announce our goal of raising another \$50,000 before the new year hits.

Thank you again for your continued support, and join us in reaching this next milestone for our community.

[Donate Now](#)

Love and peace,

Micaela & Elise

Co-founders of hOMe Yoga



3 Weeks Until December 31

1 SUBJECT LINE

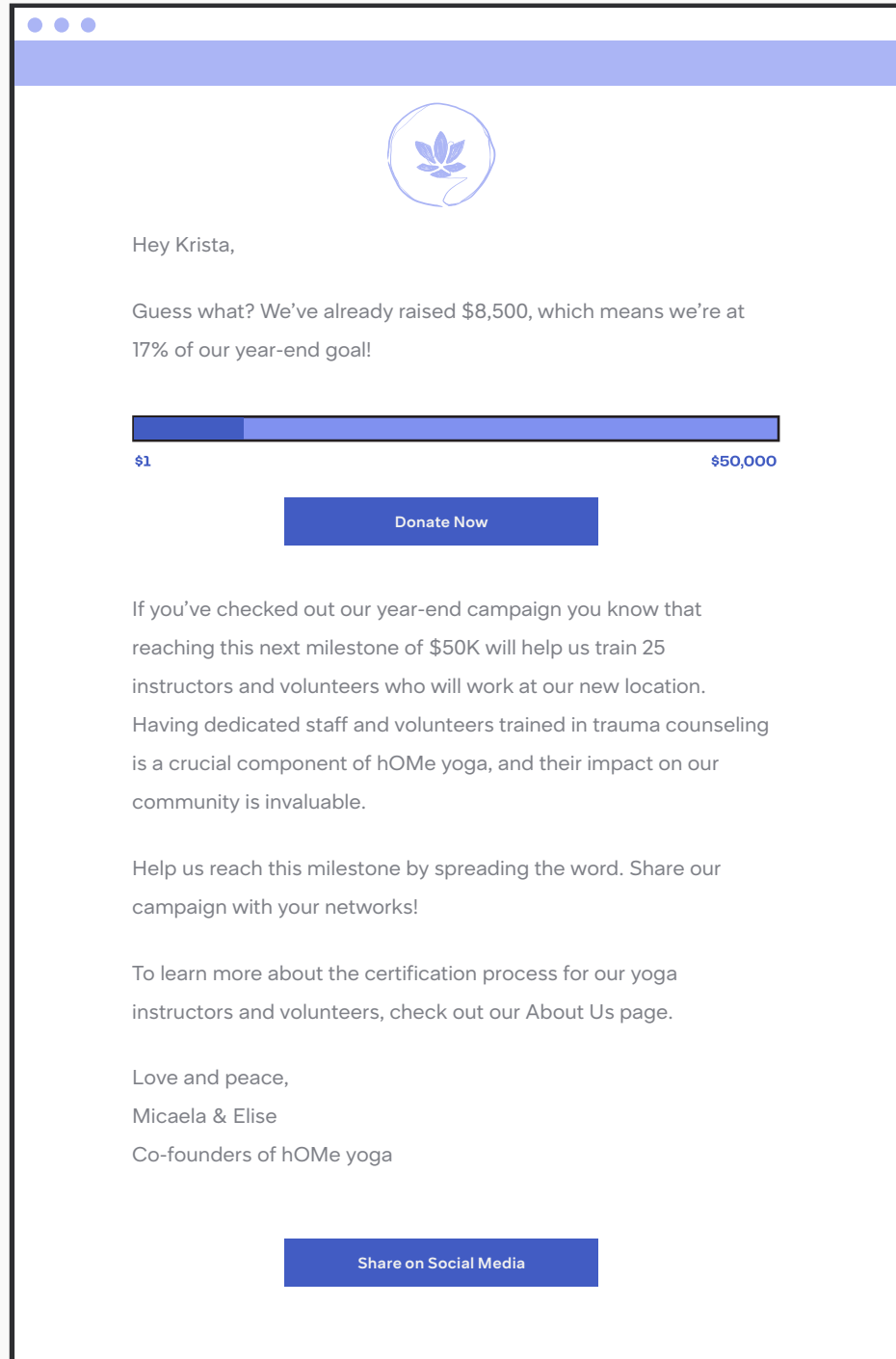
**We're Already at
17% of Our Goal!**

Even though you're speaking to donors who haven't made a gift yet, you don't want to send them direct appeal after direct appeal. Instead, lead into a softer ask as your main CTA but still include a donate button in a prominent location in the email.

In this case, ask them to share your campaign with their networks. You still have three weeks to bring in donations, and this way you are increasing your campaign's awareness and potentially earning donations from new donors without fatiguing your existing supporters.

2 PRO TIP

Place your donate button above the fold in the email and right after the progress illustration. This way when supporters see your progress and feel inclined to be a part of your success, they can instantly go to your donation page.



2 Weeks Until December 31

1 SUBJECT LINE

Meet One of Our hOMe Members

With just two weeks left in the year, you want to be direct with your supporters and ask for donations. In this email, share a compelling beneficiary story to demonstrate the impact of your work and remind donors of the people behind your cause. Continue to include campaign progress graphics throughout the rest of your emails and start including a countdown to increase the urgency to donate.

2 PRO TIP

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-Kara, 28



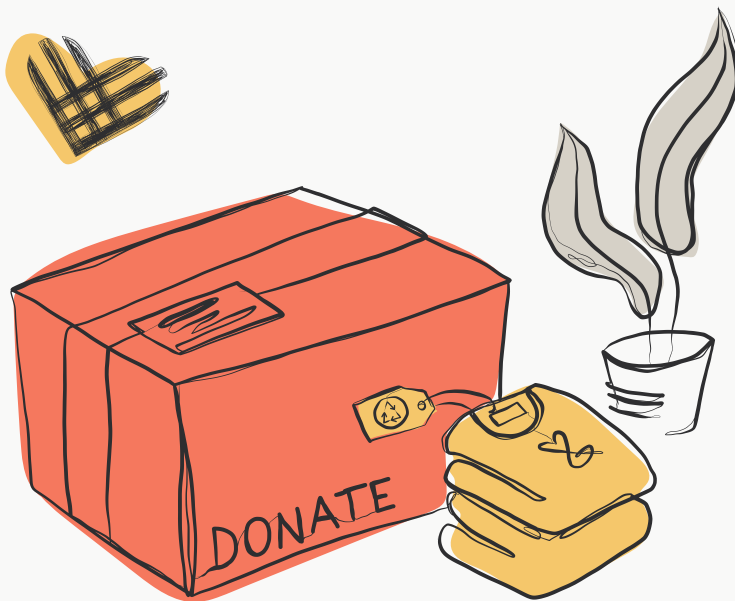
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by December 31.

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[Share Our Campaign](#)

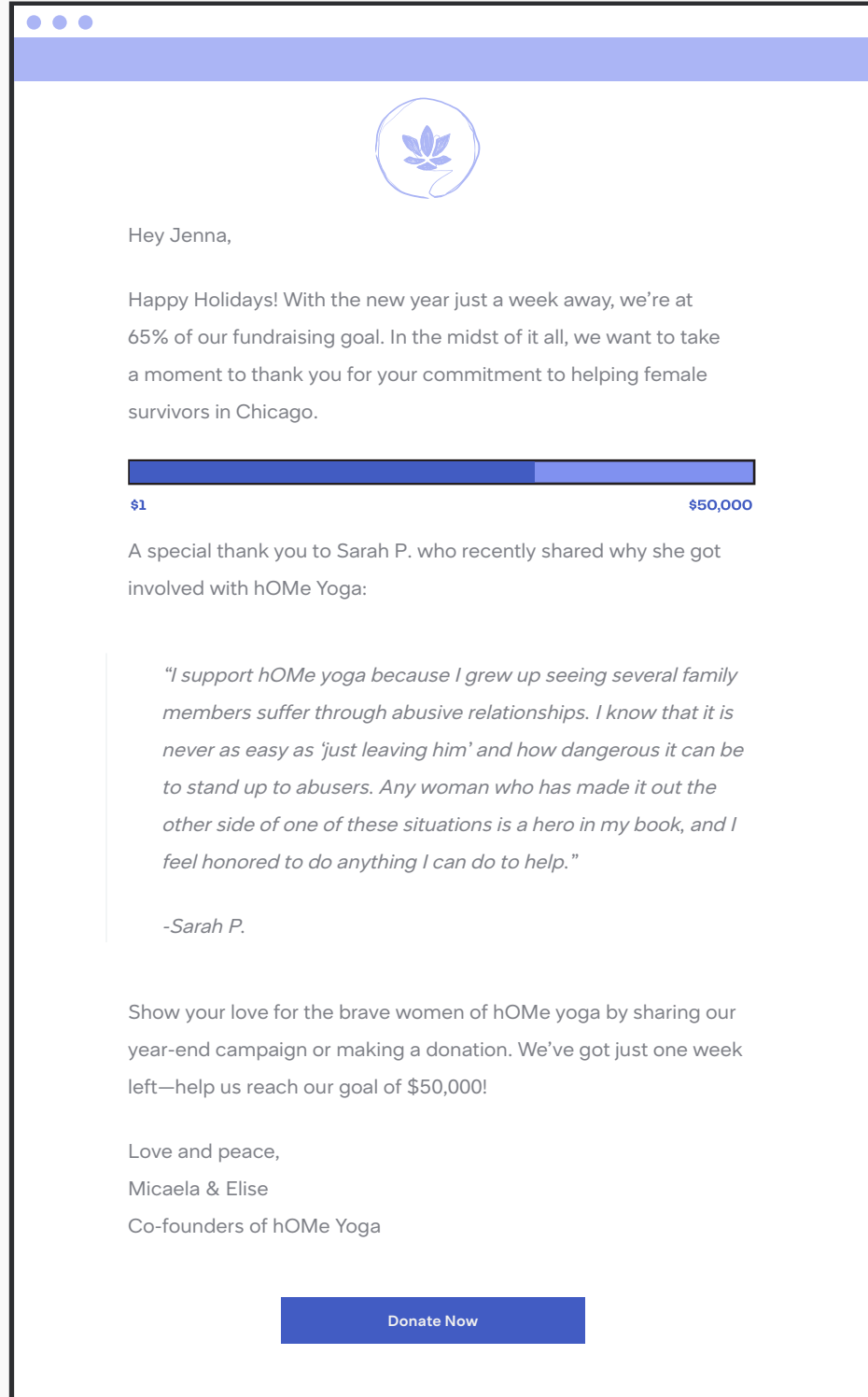


1 Week Until December 31

1 SUBJECT LINE

hOMe Supporter Spotlight: Sarah P.

Continue to include direct asks in your emails, but complement them with social proof stories to encourage them to act. A testimonial from a loyal supporter who has had a positive experience with your nonprofit demonstrates the benefits of giving and can be the final push the recipient needs to make a gift.

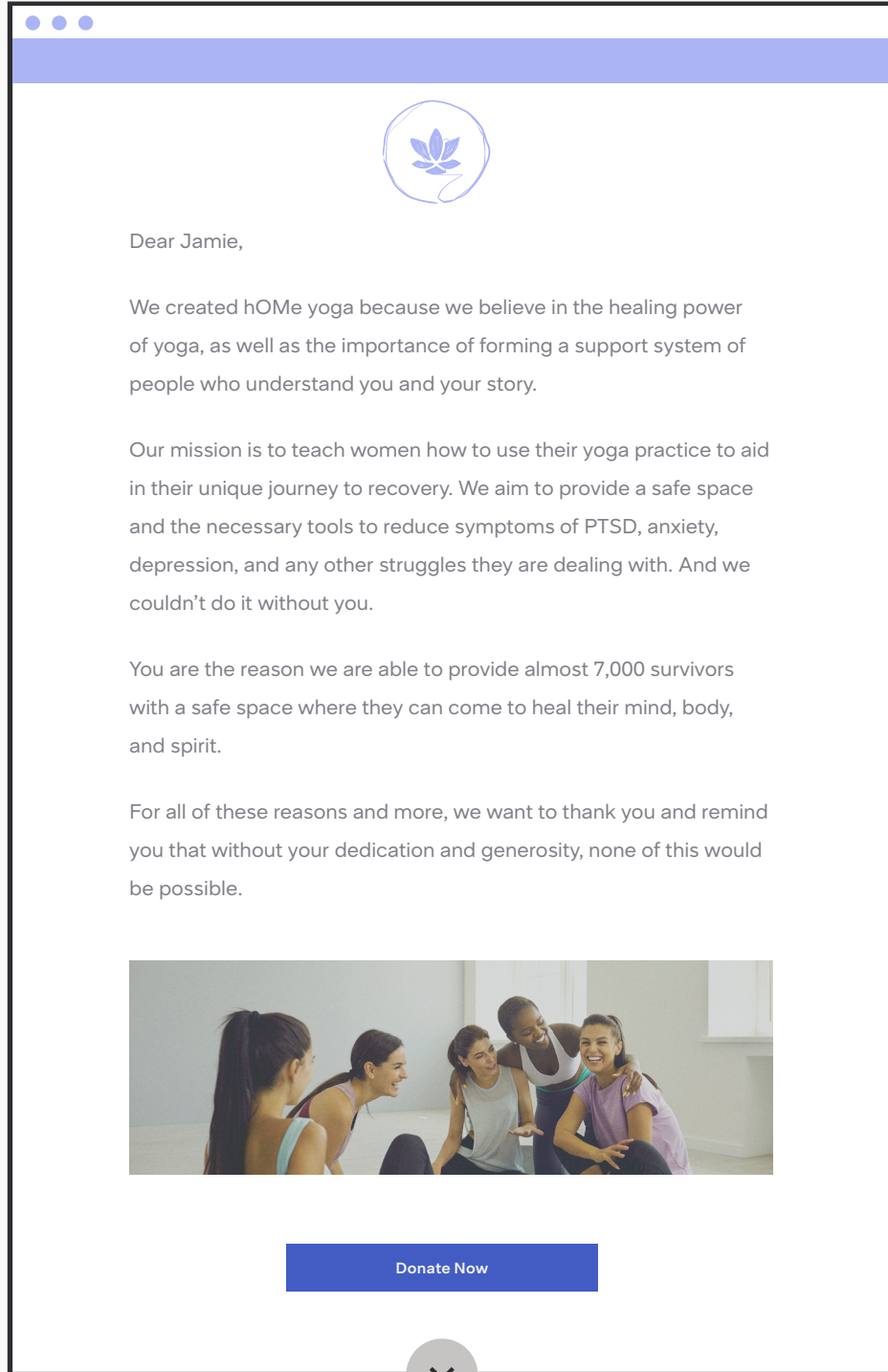


1 Day Until December 31

1 SUBJECT LINE

You Make It Possible to Achieve Our Mission

With only one day left in the year, you can make direct appeals to your entire donor base. Remind donors of the “why” behind your mission by sharing the impact of your programs and how each individual donor helps advance your cause.





As a special thank you and to celebrate the last fundraising day of the year, we're offering a free hOMe yoga sticker for any supporter who completes a donation by midnight tomorrow.

Don't forget, tomorrow is also your deadline to make a tax-deductible donation for [ENTER CURRENT YEAR]!

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga

[Donate Now](#)

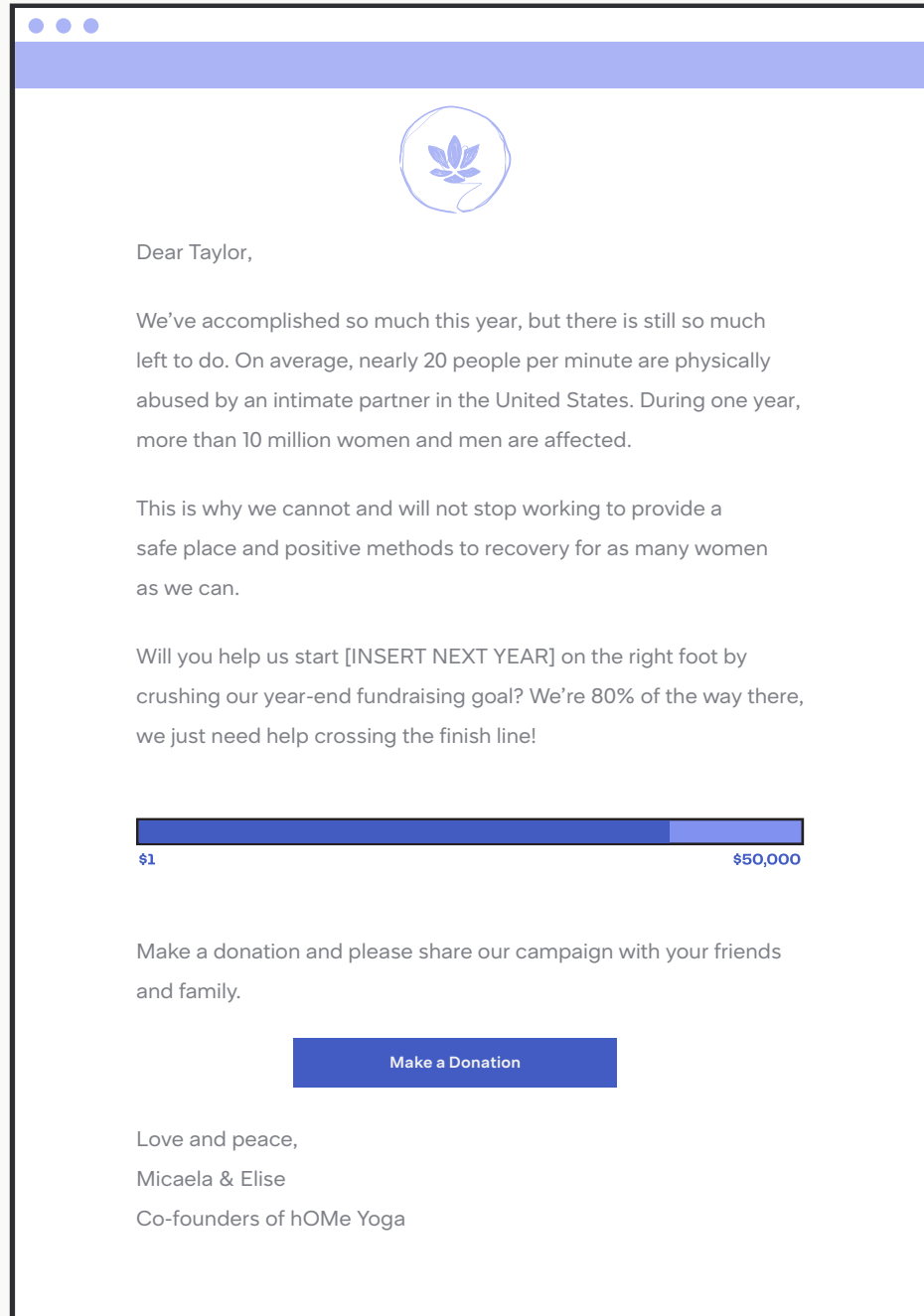


Morning of December 31

1 SUBJECT LINE

**20 People Per Minute
Are Physically Abused...⁵**

It's the last day of the year, so make a push and don't be afraid to ask people who have already given to make another donation.



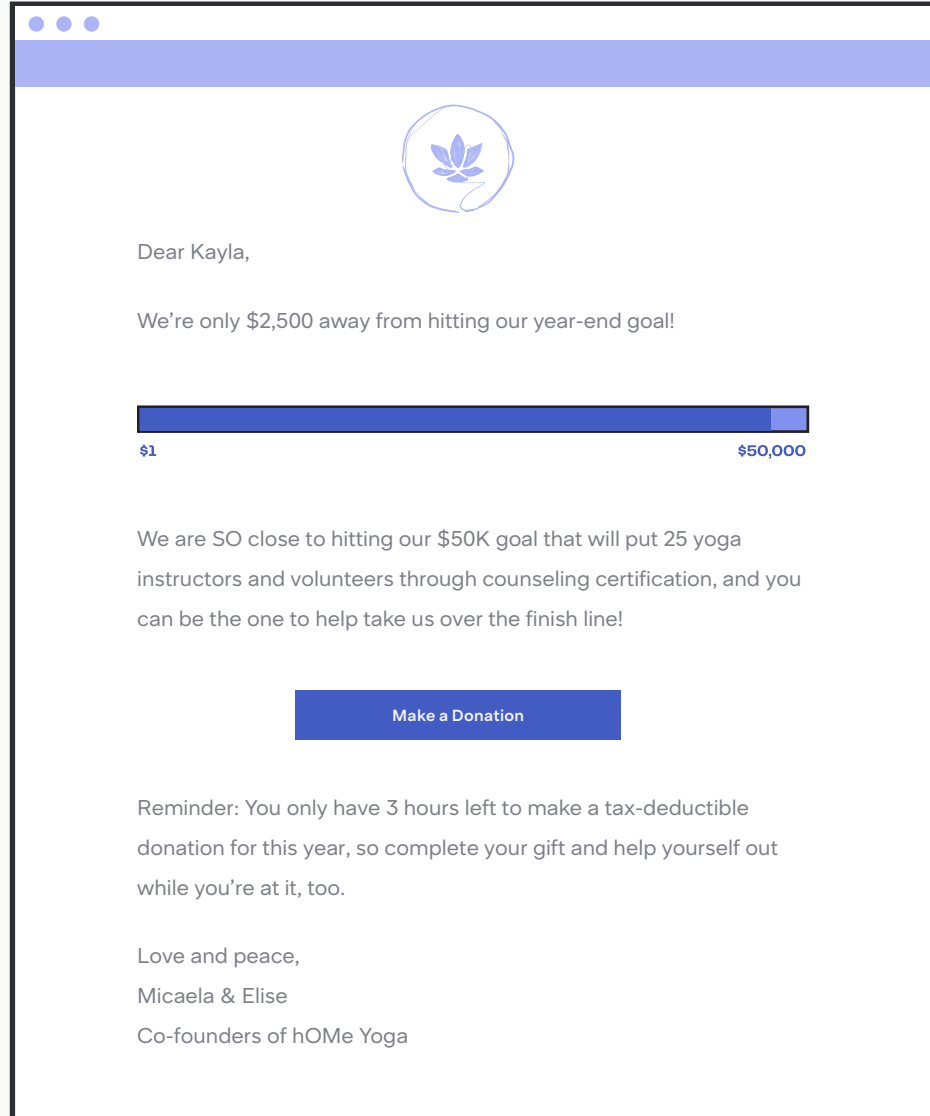
⁵ National Intimate Partner and Sexual Violence Survey, https://www.cdc.gov/violenceprevention/pdf/nisvs_report2010-a.pdf

Afternoon or Evening of December 31

1 SUBJECT LINE

You Can Take Us Over the Finish Line!

Today is the last fundraising day of the year, so continue to share progress updates throughout the day. We suggest at least one email in the afternoon and evening. These emails should be exciting, include progress updates, and allow your donors to feel like they are a part of the success of your campaign.





Conclusion

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Despite the many benefits of leveraging Giving Tuesday to jumpstart year-end fundraising, some nonprofits are still weary of hitting their supporters with so many appeals during a short period of time.

However, a supporter that donates on Giving Tuesday is likely to give again.⁷

In fact, Classy found in our Why America Gives research that 69% of donors are likely to donate again to the same charitable organizations they gave to on Giving Tuesday 2022 before the year ends.

Instead of leaving donations on the table by leveraging only either Giving Tuesday or a year-end campaign, capitalize on both opportunities and craft a seamless communication strategy between the two bookends of holiday giving.

Below are a few extra tips for sending effective emails that won't fatigue donors.

⁷ Classy, "Why America Gives 2022."



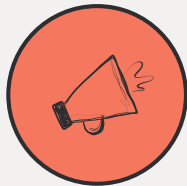
Don't send an email if you aren't saying anything new.

Whether you are sharing a beneficiary's story, a note from your staff, progress report, or programmatic impact, you should always have a unique message to complement your ask.



If you have a hard campaign goal, always include your progress.

Visuals are a great way to break up blocks of text in email, so you can even take advantage of the eye-catching design of your Classy campaign and simply screenshot your progress bar to include in emails. Maintaining the same look and feel also connects your communications and campaign.



Don't go radio silent on January 1. Make sure that you continue to touch base with your donors after the giving season. The first email you should send is another thank you for their support during the holidays.



To help you get started on the next chapter of your email communications strategy, check our blog posts, [6 Year-End Email Templates to Raise More for Your Nonprofit](#) and [5 Email Templates for Stronger Recurring Donation Appeals](#). Both of these include a variety of emails that can help you create engaging, effective messages that will delight your donors and continue to develop lasting relationships with your supporters throughout the year.



You've got the emails. Now get everything else.

Get the tools, best practices, and resources you need to kick off an incredible Giving Tuesday campaign.

Get over 25 free resources

Classy