16 EMAIL TEMPLATES FOR GIVING TUESDAY THROUGH YEAR-END
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Introduction

In 2018, U.S. nonprofits raised more than $400 million through 3.6 million individual gifts on Giving Tuesday. While impressive, Giving Tuesday is just the kickoff to the most lucrative time of year for nonprofits: the year-end giving season.

In fact, 29% of donation volume on Classy occurs from Giving Tuesday through December 31, and overall giving statistics report that 11% of annual donations occur during the last three days of the year. You need to ensure you have a solid communication strategy during this critical window.

We've already shared Giving Tuesday email templates, but 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.

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1 GivingTuesday, https://www.givingtuesday.org/
Email Segmentation

The average office worker receives 121 emails per day. 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.

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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.
Dear Jacob,

Did you hear? We officially surpassed our Giving Tuesday goal by $10,000 and raised $40,000!

Thank you for your dedication to hOMe Yoga and our mission to provide female survivors of trauma with a safe space to heal and connect through the transformative practice of yoga.

On behalf of our staff, volunteers, and most importantly, our members, we say thank you.

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

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.

Donate Now
Hi Audrey,

Thank you again for supporting our Giving Tuesday campaign this year. We are beyond thrilled to share with you that by surpassing our goal, we've officially raised enough money to open our third studio in Chicago! 🙌💪💪

A third studio will allow us to serve another 150 women per week. We are honored that you choose to support this community of amazing women. You should be proud of the progress we've made together, so take a moment and show yourself some love for being a part of something incredible.

We often remind our members to focus on the opportunities in their future, so today, we're looking ahead to our next fundraising milestone.

Check It Out
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.

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

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.
Hey Krista,

Guess what? We've already raised $8,500, which means we're at 17% of our year-end goal!

If you've checked out our year-end campaign you know that reaching this next milestone of $50K will help us train 25 instructors and volunteers that will work at our new location. Having dedicated staff trained in trauma counseling is a crucial component of hOMe Yoga, and their impact on our community is invaluable.

Help us reach this milestone by spreading the word. Share our campaign with your networks by clicking the button below:

To learn more about the certification process for our yoga instructors and volunteers, check out our About Us page.

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

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.
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

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.

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

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

Donate Now

Share Our Campaign
Hey Jenna,

Happy Holidays! With the new year just a week away, we're at 65% of our fundraising goal. In the midst of it all, we want to take a moment to thank you for your commitment to helping female survivors in Chicago.

A special thank you to Sarah P. who recently shared why she got involved with hOMe Yoga:

"I support hOMe yoga because I grew up seeing several family members suffer through abusive relationships. I know that it is never as easy as 'just leaving him' and how dangerous it can be to stand up to abusers. Any woman who has made it out the other side of one of these situations is a hero in my book, and I feel honored to do anything I can do to help."

-Sarah P.

Show your love for the brave women of hOMe yoga by sharing our year-end campaign or making a donation. We've got just one week left—help us reach our goal of $50,000!

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

We created hOME yoga because we believe in the healing power of yoga, as well as the importance of forming a support system of people who understand you and your story.

Our mission is to teach women how to use their yoga practice to aid in their unique journey to recovery. We aim to provide a safe space and the necessary tools to reduce symptoms of PTSD, anxiety, depression, and any other struggles they are dealing with. And we couldn't do it without you.

You are the reason we are able to provide almost 7,000 survivors with a safe space where they can come to heal their mind, body, and spirit.

For all of these reasons and more, we want to thank you and remind you that without your dedication and generosity, none of this would be possible.

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.

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

Donate Now

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga
Morning of December 31

Subject Line: 20 People Per Minute Are Physically Abused ...

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.

Dear Taylor,

We’ve accomplished so much this year, but there is still so much left to do. On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, more than 10 million women and men are affected. This is why we cannot and will not stop working to provide a safe place and positive methods to recovery for as many women as we can.

Will you help us start [INSERT NEXT YEAR] on the right foot by crushing our year-end fundraising goal? We’re 80% of the way there, we just need help crossing the finish line!

Make a donation and please share our campaign with your friends and family.

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

Dear Kayla,

We’re only $2,500 away from hitting our year-end goal! We are SO close to hitting our $50K goal that will put 25 yoga instructors and volunteers through counseling certification, and you can be the one to help take us over the finish line!

Reminder: You only have 3 hours left to make a tax-deductible donation for this year, so complete your gift and help yourself out while you’re at it, too.

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

Did you hear? We officially surpassed our Giving Tuesday goal by $10,000 and raised $40,000!

Thank you for supporting hOMe yoga and our mission to provide female survivors of trauma with a safe space to heal and connect through the transformative practice of yoga.

On behalf of our staff, volunteers, and most importantly, our members, we say thank you.

If you haven’t had a chance to make a gift, don’t worry, you can still be a part of our Giving Tuesday success! We are still accepting donations, so make one now to make a difference.

Love and peace,
Micaela & Elise
Co-founders of hOMe Yoga
4 Weeks Until December 31

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.

Hi Audrey,

We are beyond thrilled to share with you that by surpassing our Giving Tuesday goal, we've officially raised enough money to open our third studio in Chicago! 💪🏋️‍♀️!

A third studio will allow us to serve another 150 women per week and we are honored that you choose to support this community of amazing women. You should be proud of the progress we've made together, so take a moment and show yourself some love for being a part of something amazing.

We often remind our members to focus on the opportunities in their future, so today, we're looking ahead to our next fundraising milestone.

Make a Gift
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.

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

Donate Now
Dear Krista,

Guess what? We've already raised $8,500, which means we're at 17% of our year-end goal!

If you've checked out our year-end campaign you know that reaching this next milestone of $50K will help us train 25 instructors and volunteers who will work at our new location. Having dedicated staff and volunteers trained in trauma counseling is a crucial component of hOMe yoga, and their impact on our community is invaluable.

Help us reach this milestone by spreading the word. Share our campaign with your networks!

To learn more about the certification process for our yoga instructors and volunteers, check out our About Us page.

Love and peace,

Micaela & Elise

Co-founders of hOMe yoga

3 Weeks Until December 31

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.

**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.
Subject Line: Meet One of Our hOMe Members

Hey Matt,

We are so proud of our members and their strength, so we want to share the story of one of our incredible hOMe yoga 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

PRO TIP

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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.

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

Donate Now

Share Our Campaign
Hey Jenna,

Happy Holidays! It's hard to believe we're just one week away from [INSERT UPCOMING YEAR], but the new year is almost upon us. We want to take a moment to thank you for your commitment to helping female survivors in Chicago.

A special thank you to Sarah P. who recently shared why she got involved with hOMe Yoga:

"I support hOMe yoga because I grew up seeing several family members suffer through abusive relationships. I know that it is never as easy as 'just leaving him' and how dangerous it can be to stand up to abusers. Any woman who has made it out the other side of one of these situations is a hero in my book, and I feel honored to do anything I can do to help."

-Sarah P.

Show your love for the brave women of hOMe yoga by sharing our year-end campaign or making a donation. We've got just one week left—help us reach our goal of $50,000!

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

Dear Jamie,

We created hOMe yoga because we believe in the healing power of yoga, as well as the importance of forming a support system of people who understand you and your story.

Our mission is to teach women how to use their yoga practice to aid in their unique journey to recovery. We aim to provide a safe space and the necessary tools to reduce symptoms of PTSD, anxiety, depression, and any other struggles they are dealing with. And we couldn't do it without you.

You are the reason we are able to provide almost 7,000 survivors with a safe space where they can come to heal their mind, body, and spirit.

For all of these reasons and more, we want to thank you and remind you that without your dedication and generosity, none of this would be possible.

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.

Donate Now
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
Dear Taylor,

We've accomplished so much this year, but there is still so much left to do. On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, more than 10 million women and men are affected. 6 This is why we cannot and will not stop working to provide a safe place and positive methods to recovery for as many women as we can.

Will you help us start [INSERT NEXT YEAR] on the right foot by crushing our year-end fundraising goal? We're 80% of the way there, we just need help crossing the finish line!

Make a donation and please share our campaign with your friends and family.

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Reminder: You only have 3 hours left to make a tax-deductible donation for this year, so complete your gift and help yourself out while you're at it, too.

Love and peace,

Micaela & Elise

Co-founders of hOMe Yoga
Conclusion

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, Classy’s data team found that Giving Tuesday does not cannibalize year-end giving, and instead that donor demographics of those who donate on Giving Tuesday are different from those who give during the last five days of the year.⁷

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, “Donor Insights You Need to Know for Giving Tuesday.”
https://www.classy.org/blog/donor-insights-giving-tuesday/
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 guides, 13 Donor Retention Email Templates and 9 Email Templates for Your Nonprofit Annual Communications Plan. 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 50 free resources →