

Year-End Fundraising Email Appeal Template

From: _____

Your appeal should come from a real person, or the full name of your organization. Acronyms, technical jargon or a "do not reply"-style email address will make your message more likely to be deleted.

Subject line: _____

The subject line is the most important part of your email appeal. Keep your subject line short, relevant and compelling. Front load your subject line with key terms in the first 40 characters, to account for the way different email programs might display your message.

Dear _____, *(use the recipient's name, spelled correctly)*

(The emotional, interesting opening)

Don't start with the typical "we need your help." Open your appeal with a vivid, emotional image that illustrates the need or the impact a gift could have. Or show supporters the difference they are making. Try to focus on an individual story rather than overwhelming the reader with mind-numbing statistics or massive sale.

(1st call to action)

Include a short call to action that allows readers to quickly click make an online donation. Vague calls to action like "support us" are more likely to confuse than to motivate. Example: "Please make a year-end gift so more children like John can graduate this year" with a big Donate button next to that call to action.

(How to help)

Show what the donor's gift could make possible. Clarity and specificity are vital. Include information on the specific impact a donation will have, but be sure not to mislead your reader if donations will go into a general fund instead of being earmarked for a specific individual. Note: If you are sending to someone who's given before, this is a good place to customize this message by mentioning their existing relationship with you.

(2nd Call to action)

Provide a clear call to action that tells the donor exactly what you want them to do and how they can do it. For example "Click here to make your tax-deductible donation now."

(Closing)

Thank the reader for their attention and sign a real person's name, along with several ways for your donors to contact you: i.e., by replying to your email, your phone number as well as listing your physical address.

(PS)

In the PS, reinforce the sense of urgency. For example, "Remember, you are our best partner in advocating for kids who were abducted. Please give by December 31 so we can train 1,000 police officers in 2014." or "We are nearly to our goal. Your gift will help put us over the top. Thanks for your support."

Reach Your Year-End Fundraising Goals with Network for Good

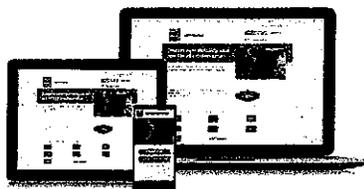
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