

# DAY OF GIVING TEMPLATES

Messages for Every Step of Your Campaign





## Host a Day of Giving to Stand Out and Raise More

A day of giving is a 24 hour (or week-long) campaign that can make a powerful impact on your nonprofit. A dedicated day of giving campaign is a more effective and better (in our humble opinion) strategy than larger national or global giving days. We are not recommending to forgo national days of giving, but if you are going to put in a full-court effort behind a giving day campaign, make it a standalone one for your organization. Your own day of giving enables you to break through the noise of national giving days and puts all the attention on your organization to generate buzz, rally your supporters, bring in new donors and raise more revenue.

In order to maximize the impact of your unique day of giving campaign, you'll need a standout, multichannel messaging plan that inspires your audience. The best way to ensure those messages are seen and heard is to increase the frequency of your communications across all channels leading up to and on the day of giving.

Our Day of Giving Templates will help streamline your messaging efforts so you can spend less time writing and more time reaching donors and supporters. These expertly-crafted, pre-written communications will help you more easily tell your story, share impact and motivate donations. Simply copy, paste or even combine elements from different templates to craft your perfect emails, social posts and text messages.

Energize your community and bring in more donations with less effort during your day of giving campaign.

### What's Included

» **SETTING UP YOUR DAY OF GIVING CAMPAIGN**

» **PROMOTING YOUR DAY OF GIVING CAMPAIGN**

» **DAY OF GIVING TEMPLATES**

- Leading Up To
- On the Day
- Post-Campaign



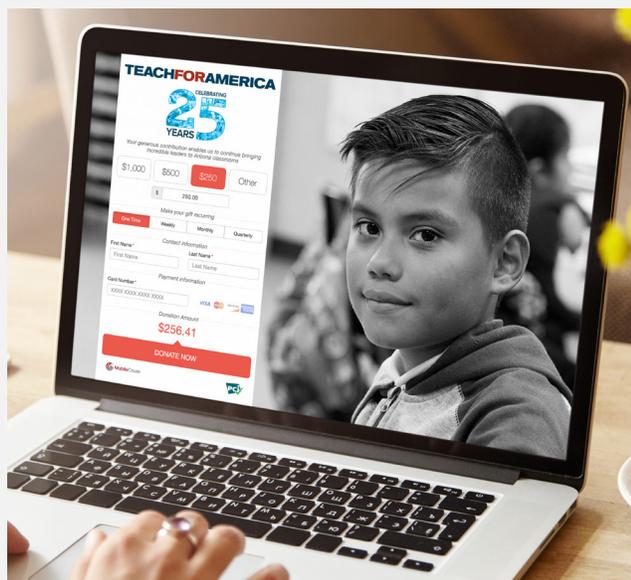
## SETTING UP YOUR DAY OF GIVING CAMPAIGN

Setting up your day of giving campaign doesn't need to be complicated. You can begin with creating a dedicated campaign or donation page to collect, track, and provide donation updates. A dedicated giving page also makes it easy to determine how much was raised during your campaign and who supported it for easier donor segmentation and cultivation. Here are three simple ways to set up your day of giving campaign.

### 1 DAY OF GIVING DONATION FORM

**The simplest and fastest option is to create a dedicated giving form.**

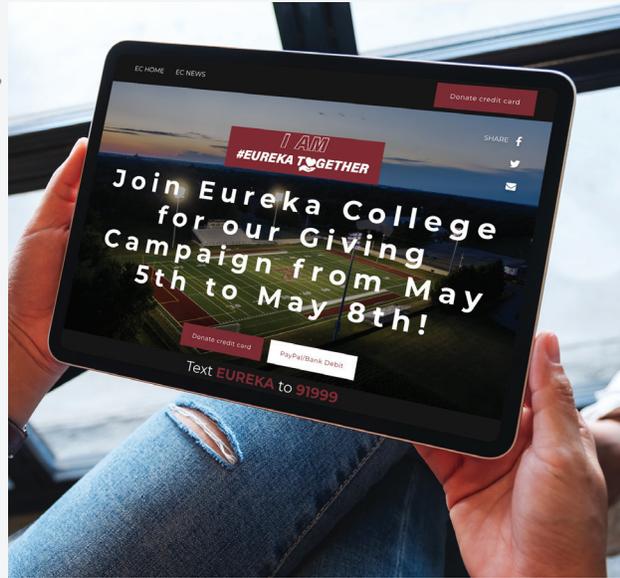
Brand your donation page with your organization's logo and any theme you may have for your campaign. If you're unable to create a dedicated day of giving form, rebrand your existing one for a determined period of time.



## 2

## DAY OF GIVING **EVENT PAGE**

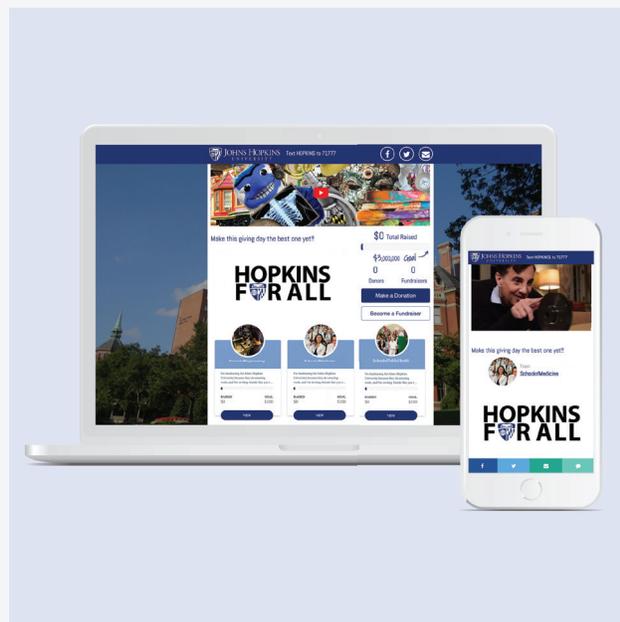
A **day of giving landing page** enables you to include pertinent information, videos and livestream about your campaign, organization, mission and beneficiaries. It supports multiple calls-to-action to capture donors, volunteers, and sponsors from one easy-to-share link. Include impact metrics, inspirational images and detailed information about why funds are crucial for your organization and how it will continue with support. Best of all, include a real-time progress circle and donor wall for supporters to quickly see how your campaign is doing, who has donated, and how close you are to achieving your fundraising goals!



## 3

## DAY OF GIVING **PEER-TO-PEER CAMPAIGN**

Use passionate ambassadors to fundraise on your behalf and amplify results with a **peer-to-peer campaign**. Your peer-to-peer day of giving landing page can include livestreaming, videos, fundraising goals, a donor wall, organizational and campaign information. Individual and team fundraisers receive a customizable donation page to personalize and a unique keyword and shortcode for easy text-to-donate giving. Or, set up a crowdfunding page featuring different projects, departments, alumni classes and other designations to which donors can give.



# PROMOTING YOUR DAY OF GIVING CAMPAIGN

One of the keys to a successful day of giving is a strong and consistent communication plan. Start promoting your day of giving campaign early to ensure supporters are aware of your efforts. Increase the frequency of your email, social media and text messages as you approach the day. Sending multiple messages across platforms helps increase your visibility and motivate donors throughout the campaign. Remember, not every message on every platform will be seen, so don't be afraid to really ramp up your communications, especially on the day.

## Did you know?

**5.2%**

The average organic reach for a Facebook post is 5.2% of the page's total likes<sup>1</sup>

**25.5%**

The average nonprofit email open rate is 25.5%<sup>2</sup>

Here are a few things to keep in mind as you go:

### General

- ✓ Remind supporters leading up to the day
- ✓ Give fundraising updates throughout the day of
- ✓ Share reminders on how the money raised will be used
- ✓ Highlight stories about the impact you are making
- ✓ Always remember to include the link to your donation page or Event Page
- ✓ Display your keyword and shortcode over images and in videos
- ✓ Save time by pre-scheduling your email, text messages and social media messages
- ✓ Provide all the ways to support your organization beyond donating: sharing your campaign, volunteering, signing up for a newsletter, etc.

### Email

- ✓ Use email to send longer stories about your organization, beneficiaries and campaign
- ✓ Showcase the impact of donating, no matter the size of the donation
- ✓ Include options to give such as text-to-donate, sending checks and links to giving forms

### Social Media

- ✓ Post on your current social media channels; don't try a new platform at this time
- ✓ Use branded and relevant hashtags when promoting your campaign
- ✓ Be sure to tag and respond to any comments as you go along

### Text Message

- ✓ Send several texts about your organization and day of giving before you text an ask
- ✓ Include links to videos, images, and stories
- ✓ Communicate your progress to inspire more giving

# TEMPLATES FOR LEADING UP TO YOUR DAY OF GIVING

To help you craft your day of giving messages with ease, we have compiled pre-written, fill-in-the-blank email, text and social media messages. Simply copy, paste, edit and update with your organization's unique information and images.



## EMAIL TEMPLATE - SAVE THE DATE - SEND IN ADVANCE OF CAMPAIGN KICKOFF

### Subject line: Save the Date

Save the Date! [Org Name] is excited to announce our day of giving campaign [Campaign Name] Happening [date]

[Insert powerful image related to your organization]

To help raise needed funds for [beneficiaries], we will be running a special [amount of time; 24 hours, day, 1 week] campaign on [date]. It's a time for us to come together as a community, celebrate our accomplishments, spread the word of our good work and make a difference for [your cause].

Please join [Org Name] for [Name of Campaign] as we unite to support [challenge to overcome]. You can help us by sharing the news of our campaign, signing up to be an ambassador and giving, if you can. Every tax-deductible donation makes a difference and helps us reach our goal of [dollar amount].

Our fight to [brief mission statement] is more vital now than ever before. This day of giving is one of the many ways you can make a real difference. Please visit (link) for more information and how to get involved.

We look forward to having you join us for this special campaign. Together, we can make the world a better place for [beneficiaries].

[Org Name]

# TEMPLATES FOR LEADING UP TO YOUR DAY OF GIVING



EMAIL TEMPLATE - SEND A WEEK BEFORE CAMPAIGN KICKOFF

**Subject line: Change Lives on [Date]**

The countdown to [Org Name]'s day of giving campaign [Name of Campaign] has begun!

With only a few days remaining until we kick off one of our most impactful fundraisers, we reflect on the unprecedented times we have weathered together over the last year. Despite the odds, we have come out stronger and our commitment to [brief mission statement] has remained unchanged.

That's why we are asking you to join us during this very special time to make a difference in the lives of [beneficiaries]. For [duration of time] on [date], we will be coming together as a community, sharing stories and raising funds to continue our mission.

Please consider making a tax-deductible gift to [Org Name] to help our community when they need it most. Help spread the word of our [Name of Campaign] fundraiser across social media and word of mouth. You can even sign up to become one of our [Campaign Name] ambassadors and fundraise on our behalf by going to (link). We'll provide you with tools and support to make it easy and fun!

Your support and generosity of any kind is appreciated now more than ever. The [beneficiaries] are counting on us.

With gratitude,

[Name]

[Title]

[Donate Button]

# TEMPLATES FOR LEADING UP TO YOUR DAY OF GIVING



## SOCIAL MEDIA TEMPLATE - **SAVE THE DATE**

Save the date for our [Name of Campaign] benefiting [beneficiaries] on [date]. [Include statistics of what you are trying to overcome]. This year, we are going to change that. Join our fight to [brief mission statement] with this very special [duration of time] campaign. Go to (link) for more information on all the ways you can get involved!



## SOCIAL MEDIA TEMPLATE - **ONE WEEK BEFORE**

Only one week away until [Org Name]'s [Name of Campaign]. Will you join us in [mission] and support [beneficiaries]? They need us more than ever. Help spread the word and give if you can. No tax-deductible gift is too big or too small to change a life.



## TEXT TEMPLATE - **SAVE THE DATE**

Save the date for [Org Name]'s day of giving [Campaign Name] on [date]. Join our fight to help [beneficiaries]: (link)



## TEXT TEMPLATE - **ONE WEEK BEFORE**

[Org Name]'s mission to [brief mission statement] will never stop. Help us spread the word of our [Campaign Name]: (link)

# TEMPLATES FOR ON YOUR DAY OF GIVING



## EMAIL TEMPLATE - CAMPAIGN KICKOFF

**Subject line:** [Campaign Name] is here!

Today, we kick off our [Name of Campaign] Day of Giving campaign to raise [dollar amount] in [amount of time] to help support our [beneficiaries].

[Brief statement of why you are fundraising]. With your help, [Org Name] will be able to [explain impact of donor contributions] for many months to come.

Here are a few simple ways you can join us and make a difference:

- 1. Consider making a gift** (link to donation form/Event Page)
- 2. Help spread the word on social media** by sharing, tagging and liking our posts
- 3. Become a fundraiser** (link to sign up form)
- 4. Share photos on your social platform** about what our organization means to you
- 5. Sign up** to volunteer with us

Our mission is to [brief mission statement] and we won't stop until we get there. We hope you will join us on this very special day and be an important part of our good work.

[Donate Button]

Sincerely,

[Org Name]



# TEMPLATES FOR ON YOUR DAY OF GIVING

## EMAIL TEMPLATE - APPEAL

### Subject line: Join Our Fight!

Did you know that, [short impact statement about beneficiaries]? Even just [dollar amount] per day can help provide [benefits]. That's why your support is more crucial now than ever before.

During our [Campaign Name] we are looking to raise [dollar amount], and we can only do it with your help. Please consider making a tax-deductible donation so we can continue helping those who need it most. Join our fight by:

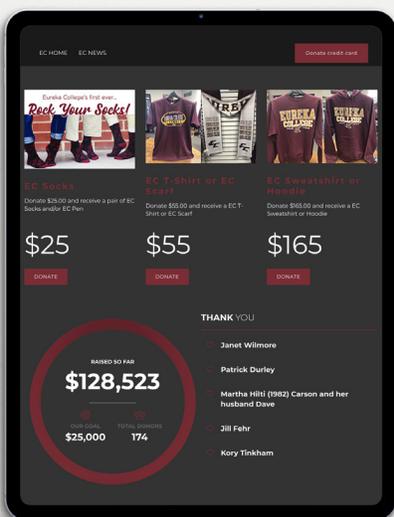
1. **Making a one-time donation** to our [Campaign Name] campaign (link)
2. **Become a sustaining member** by giving monthly (link)
3. **Spreading the word** about [Campaign Name] and our mission (link to share campaign)

Your support can make a tremendous difference in the lives of [beneficiaries] and help uplift our community.

[Donate Button]

With gratitude,

[Org Name]



# TEMPLATES FOR ON YOUR DAY OF GIVING



## SOCIAL MEDIA TEMPLATE - CAMPAIGN KICKOFF

[Name of Campaign] is here! We are coming together all day today to raise [dollar amount] and change the lives of [beneficiaries]. Our mission is critical and we need your help to get there! Please consider supporting our fight in any way you can: (link to more info/Event Page/donation page).



## SOCIAL MEDIA TEMPLATE - BENEFICIARY SPOTLIGHT

[Post video or photo of one of your beneficiaries]  
This is [name of person or animal in the photo/video] and this is their story. [Tell their story]. [Name] and others like them are who we are fundraising for today. So that no other [type of beneficiary] has to go through this. So that others in this situation can get help, be supported and be taken care of. That's what your donation will do today. You will provide all this and more to [Name]. (Link to give and put text-to-donate keyword and shortcode over the image)



## SOCIAL MEDIA TEMPLATE - IMPACT UPDATE

We are halfway through our [Name of Campaign] and we only have [dollar amount] to go! Did you know that for every [dollar amount] we can give [short impact statement; 5 meals to kids in need]. Every dollar helps eradicate [mission] and so does spreading the word of our good work! [Provide ways to give]



## SOCIAL MEDIA TEMPLATE - FINAL MOMENTS

We are in the final moments of our [Name of Campaign] and we have already done so much to impact the lives of [beneficiaries]. But we still have further to go! Will you help us in making the world a better place through [short mission statement]? You can share, like and give in any amount (link to donation form and include keyword and shortcode on your image). Your donation is tax-deductible and 100% of proceeds go directly to [beneficiaries].

# TEMPLATES FOR ON YOUR DAY OF GIVING



## TEXT TEMPLATE - CAMPAIGN KICKOFF

[Org Name]'s [Campaign Name] is here! Help us raise [dollar amount] in [duration] for [beneficiaries]: (link to campaign page)



## TEXT TEMPLATE - BENEFICIARY SPOTLIGHT

We are fighting for [Name] who [challenge]. Learn more: (Link to video or web page with story)



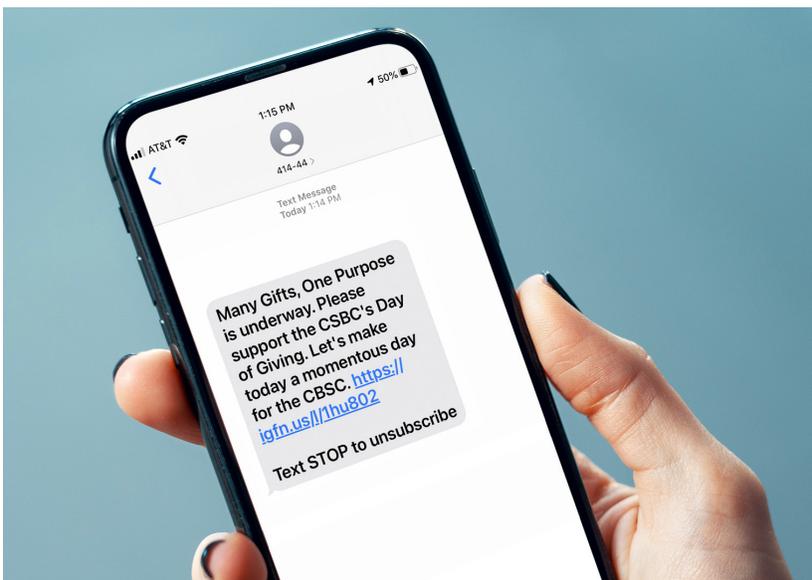
## TEXT TEMPLATE - IMPACT UPDATE

Meet [Name of beneficiary] who came to [Org Name] and [brief story]. See how their life has been transformed: (link)



## TEXT TEMPLATE - FINAL MOMENTS

We are so close to our goal of raising [dollar amount] for [beneficiaries]! Your support of [Org Name] is needed now more than ever. (link to donation page)



# TEMPLATES FOR POST-CAMPAIGN



## EMAIL TEMPLATE - RESULTS AND THANK YOU

**Subject line: You Are a Hero!**

[Campaign Name] was a huge success and it's all because of the support from heroes like you! We are thrilled to announce [Org Name] raised [dollar amount] to help [brief mission statement].

THANK YOU!

Now, we can continue fighting for our beneficiaries, making sure we improve their quality of life and bettering our community. We are so grateful for your support and can't wait to share updates about the continued impact of your gift.

And if you weren't able to join us, it's not too late to give or get involved. Visit ([link/website](#)) for information on donating, volunteering, sharing our mission and more.

With much gratitude,

[Name of person]

[Org Name]

# TEMPLATES FOR POST-CAMPAIGN



## SOCIAL MEDIA TEMPLATE - RESULTS AND THANK YOU

Wow, we did it! Thanks to your support during our [Name of Campaign], we raised [dollar amount] and we can continue to [mission]. We couldn't have done it without you and we are so grateful. And it's not too late to join us. You can still:

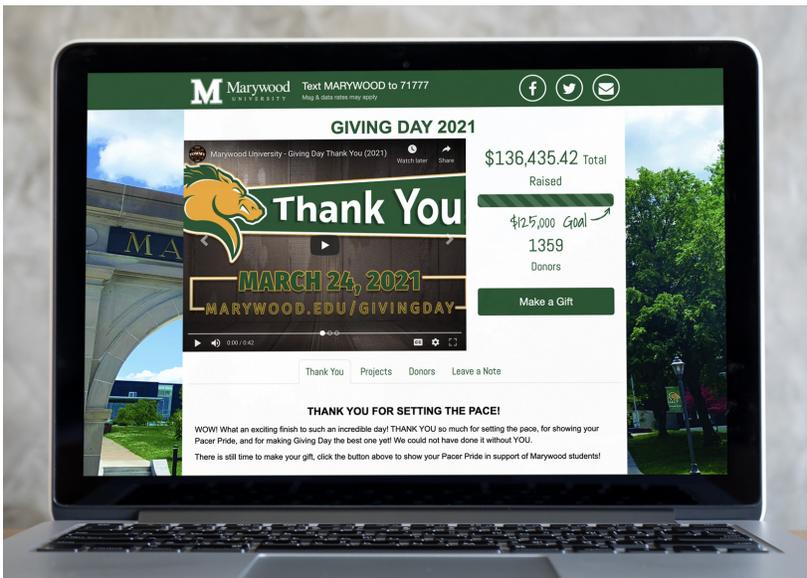
- 1. Give** - a donation of any amount makes a difference
- 2. Share** - comment, like and share this post to help spread awareness of our efforts
- 3. Volunteer** - no matter your schedule and availability, there are ways to join us and make an impact

Together we make the world a better place.



## TEXT TEMPLATE - RESULTS AND THANK YOU

Thank you! [Org Name] raised over [dollar amount] during our [Campaign Name] and we couldn't have done it without you. See your impact: (link)



Your day of giving campaign provides a unique opportunity to raise funds while educating your audience about your nonprofit, sharing your impact on the community and reaching new donors. We hope these messaging tips and templates help you host a successful giving day, grow your mission and create long-lasting impact for your organization.

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## About MobileCause

MobileCause is more than simply comprehensive event and online fundraising software. We offer nonprofits one-on-one expert strategy from our Digital Fundraising Specialists plus 24/7 customer support that's there when you need it most. MobileCause has become the trusted fundraising partner for nonprofits looking to scale their fundraising quickly and efficiently, without paying any transaction fees, so you can grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause fundraising and communication software and strategy for your nonprofit, please call **(888) 661-8804** or visit [mobilecause.com](https://mobilecause.com) to [request a demo](#).

## SOURCES

1. "367 Social Media Statistics You Should Know in 2021." Social Pilot, 2021.
2. "Ultimate Email Marketing Benchmarks for 2021: By Industry and Day." Campaign Monitor, 2021.

