

## Engagement Plan Template and Samples

**Focus:** Getting started with building a multi-channel fundraising campaign is critical to growing your individual donor fundraising program. Ongoing communication with your supporters through regular engagement is key—via all channels including email, video, text, social media, and direct mail. Remember, fundraising is about nurturing relationships with those who care about what YOU care about. Try to focus on the impact a gift makes and how it improves life for those being served.

In this engagement plan, you will find a total of 8 tasks:

- 1 overview of how to prepare and use the templates
- 3 emails
- 1 group video script
- 2 social media and text message scripts
- 1 direct mail letter (*which may be sent at any point during the campaign*)

### PREVIOUS DONOR (active and lapsed) CAMPAIGN

#### TASK 1: Overview

Take some time to prepare for your email campaign:

1. Gather assets (images and stories) to use in your campaign.
2. Note that beneficiaries refers to who or what is impacted by your mission. This could mean people, animals, issues, quality of life, land, etc.
3. Create a fundraising page specific to this campaign.
4. When you download the first email for each recipient group, review the recipient list and make any additions or deletions BEFORE sending.
5. Ensure that all communications link to the correct fundraising page.

#### TASK 2: Email 1

Subject line: **\*|First Name|\***, you have the power to make a difference today!

Hi **\*|First Name|\***,

Thanks to many generous people just like you, **{beneficiaries}** **{received}** **{mission impact}** and **{mission impact}**.

Right now, we are raising money for **{describe a program or project being launched soon}** so that more **{beneficiaries}** can **{program impact}**.

**That's why I'm reaching out to you today** **\*|First Name|\***. You have the power to make **{program}** **{adjective – like better, great, etc.}**.

Our goal is to raise **{Goal Amount}** by **{about 10-15 days from Day 1 – Campaign end date}**.

Your thoughtful gift on \*|Last Gift Date|\* shows how important {cause/problem} is to you. **Thanks for stepping up.**

I'm hoping, \*|First Name|\*, that you will, once again, make a gift to {action verb related to the mission – for example, “educate children,” “feed the hungry,” or “train adults with developmental disabilities” “protect an area” “create more art in our community”}.

You'll have the joy of knowing that your donation will immediately make a difference and ensure that {program} will be the best yet!

**Donate Today!**

**With your gift of just {\$ amount} you can create {impact of donation} for {beneficiaries}. Can they count on you today?**

Thanks in advance,

Name of Founder/ED/Board Chair

Title

**P.S. For as little as {\$Amount} a day through a monthly contribution, you'll {action verb + a beneficiary} and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

*SAMPLE Email 1*

Subject line: Jane, you have the power to change a life today!

Hi Jane,

Thanks to many generous people just like you, children who struggle to read received the training and services they needed to read more confidently and achieve academic success.

That's why I wanted to share the wonderful news – about an exciting new program we are launching this Fall!

Right now, we are raising money for the Readers Excel program, which we host each Fall to help students who do not have access to libraries, storytimes, and age-appropriate reading materials during the summer months will be even better.

The Readers Excel program will bring together elementary school children, senior citizens from the local retirement community, and dogs from the PawPals animal shelter.

We're very excited about a new addition this year! We'll be implementing an intergenerational program where senior citizens will volunteer to read with children and the children will read to their dogs. Children, Seniors, and dogs supporting one another!

**That's why I'm reaching out to you today \* | First Name | \*. You have the power to make this important, effective program even better!**

Our goal is to raise \$5,000 by August 10, 2023.

Your thoughtful gift on November 7, 2022 shows how important supporting children's literacy is to you.  
**Thanks for stepping up.**

I'm hoping, Jane, that you will, once again, make a gift to bring together children, seniors, and puppies to create an emotionally supportive environment where all three will thrive. And together we can watch the children's reading reach new heights.

You'll have the joy of knowing that your donation will immediately change someone's life and ensure that this year's Readers Excel program will be the best yet!

**Donate Today!**

**With your gift of just \$20, you can create opportunity and hope for a child struggling to read while helping seniors and puppies find companionship. Can they count on you today?**

Thanks in advance,

Michelle McDonald  
Executive Director

**P.S. For as little as 30¢ a day through a monthly contribution, you'll help a child learn to read and make a world of difference. Thanks in advance! {Link to giving page with "monthly" default}**

### TASK 3: Social media & Text scripts

**Copy and paste these templates to your social media platforms and into your text messaging module.**

#### Social Post 1

Join me today in supporting {beneficiaries} with a donation to {program name}. The generous support from our community makes {program} possible. Our goal is to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date}. Thanks in advance for {impact of donation}! [Link to giving page](#)

#### SAMPLE Social Post 1

Join me today in supporting struggling to learn how to read with a donation to the Readers Excel program. The generous support from our community makes this intergenerational program possible. Our goal is to raise \$5,000 by August 10. Thanks in advance for providing opportunity and hope to our children and seniors! [Link to giving page](#)

#### Text 1

Please consider giving {\$Amount} to {program name} today to {impact of gift} for {beneficiaries}. Our goal is to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date} for {program}

**description**}. Thank you in advance for making a difference. We can't do this important work without you! **Link to giving page**

#### SAMPLE Text 1

Please consider giving \$20 to the Readers Excel program today to create an intergenerational support system for our children, seniors, and puppies. Our goal is to raise \$5,000 by August 10 to help children fall in love with reading. Thank you in advance for making a difference. We can't do this important work without you! **Link to giving page**

#### TASK 4: Email 2

**Subject line:** Did I tell you about **{Beneficiary's name}**?

Hello **\* | First Name | \***,

I'm writing today to tell you about **{Name of beneficiary}**.

**{One beneficiary's story of need. [Use language that evokes emotions and empathy.]}**

The truth is, **{Name of beneficiary from story}** is not alone. **{Tell more about the problem you address.}**

**You have the power to change that.**

In our **{program name}**, **{beneficiary}** **{explain positive mission impact on beneficiary – include tangible and intangible change}**.

Today you can help **{beneficiaries impacted by the problem}** like **{beneficiary of story above}**. That's why I'm inviting generous people like you to pitch in.

Your contribution will **{action verb + beneficiaries}** and **{action verb + beneficiaries}**.

We need to raise **{Goal Amount}** by **{Campaign End Date}** to **{how amount raised will impact program}**.

As you reflect on the difference you want to make in the world, please remember **{beneficiaries}** need

**Donate Today!**  
you! **Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?**

Thanks in advance,

**{Name}**

**{Title}**

**P.S. Please consider making an automatic monthly donation to provide ongoing support for {program}. {Link to giving page with "monthly" default}**

#### SAMPLE Email 2

**Subject line:** Did I tell you about our newest exhibition?

Hi Jane,

I'm writing today to tell you about our newest exhibition.

When the artist first came to us, she laid out an expansive vision to engage all our senses into the experience. And wow! If you haven't seen the exhibition, it has exceeded her vision. The #1 comment has been "I've never been so moved."

The truth is, last week, the artist came to us, asking if we could make this exhibition mobile to give more people the opportunity to experience this exhibition. But we lack the funds to do so.

**You have the power to change all this.**

Today you can help make this phenomenal exhibition mobile possible. That's why I'm inviting generous people like you to pitch in.

Your contribution will ensure that our whole community has the opportunity to experience this exhibition by making it mobile

We need to raise \$5,000 by August 10 to purchase the materials we need to make this exhibition mobile.

As you reflect on the difference you want to make in the world, please remember what impact this exhibition could have if it was mobile!

**Donate Today!**

**Your gift of \$20 will make an immediate difference! Can our community count on you today?**

Thanks in advance,

Bob Jones  
Art Director

**P.S. Please consider making an automatic monthly donation to provide ongoing support for our exhibits. [Link to giving page with "monthly" default](#)**

## TASK 5: Group Video Script

### Group Video Script

Hello! I'm {Name of speaker}, {relationship to organization} at {Organization Name}. We can't do this important work of {mission} without generous donors like you who care about {cause or beneficiaries}. You've shown you care, thank you! I'm reaching out today to ask for your support once again for {beneficiaries} who are facing continued challenges. Our need to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date}. Your generosity today will {impact of donation – think of

tangible and intangible impact}. Please donate today to support this important work. You may give online at {website} or text the word GIVE to xxx-xxx-xxxx. Thanks in advance for your generosity.

#### SAMPLE Group Video Script

Hello! I'm Grace Glen, a Board Member at Animal Lovers Unite. We can't do this important work of helping struggling pet owners pay for vet care without generous donors like you who love animals. You've shown you care, thank you! I'm reaching out today to ask for your support once again. We are adding new and exciting elements to our Vet Care program to benefit animals in our community. We need to raise \$5,000 by August 10. Your generosity today will allow us to expand where we can serve, but more importantly, it will ensure all animals in our community can receive the care they need. Please donate today to support this important work. You may give online at alu.org or text the word GIVE to 123-456-7890. Thanks in advance for your generosity.

#### Task 6: Social Media and Text Script 2

##### Social post 2

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|. Your generous support makes {mission services} possible. Raising {Goal Amount} by {Campaign End Date} will make an immediate impact on {beneficiaries}. Thanks in advance for making a difference! [Link to giving page](#)

##### SAMPLE Social Post 2

Join me today in providing clean water in our community with a donation to Water Now. Your generous support will expand the number of wells we can drill. Raising \$5000 by August 10 will make an immediate impact on clean water. Thanks in advance for making a difference! [Link to giving page](#)

##### Text 2

Please consider making a donation to support {beneficiaries} through the work of \*|Organization Name|\* today. Your gift will help raise {Goal Amount} by {Campaign End Date} to support {beneficiaries}. Together we can make a difference. Please join us! [Link to giving page](#)

##### SAMPLE Text 2

Please consider making a donation to support children without enough food. Your gift will help raise \$5,000 by August 10 to support children through our food backpack program. Together we can make a difference. Please join us! [Link to giving page](#)

##### Group Video Script 2

Hi, me again – {Name of speaker} from \*|Organization Name|. Today I'd like to take a brief moment to tell you about {Name of beneficiary}. {Name of beneficiary} first came to \*|Organization Name|\* {with problem/need}. {He/she/they} felt {emotion like fear, discouragement, anger, frustration}. Because of generous donors, we were able to {services delivered}. Now {Name of beneficiary} {current situation as a result of mission impact}. But there are many more just like {Name of beneficiary}. We need to raise {Goal Amount} to {mission impact} for others like {Name of Beneficiary}. I hope that {they/it} can count on you today. Will you make a gift of {\$Amount} to support {mission/cause}? Thanks in advance for your generosity.

## SAMPLE Group Video Script 2

Hi, me again – Grace from Protect Our Kids. Today I'd like to take a brief moment to tell you about our newest initiative. Today, thousands of former foster children face a challenge in completing their college education. Because of generous donors, we were able to raise the initial awareness about this issue. Now we need to ensure that Give Foster Children An Education Act passes in Congress. We need to raise \$5000 to launch this year's legislative push. I hope that they can count on you today. Will you make a gift of \$20 to support this initiative? Thanks in advance for your generosity.

### TASK 7: Email 3


Subject line: \*|First Name|\*, are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary's name}.

While {Beneficiary's name} has {impact of programs/services} and great progress has been made in {impact of organization's programming in relation to the problem}, your support is key to solving {bigger problem – or same problem for more people}.

That's why I need you, \*|First Name|\*, to make a gift today. We're working to raise {Goal Amount} by {Campaign End-Date} to ensure that {Beneficiary} and others like {pronoun of beneficiary} can {verb +

{services offered}.  Your gift today will make a difference. With just {\$ amount} a month, you can create {impact of donation}. Can they count on you today? {Link to giving page with "monthly" default}

Thanks in advance,

Name

Title

**P.S. For as little as {\$Amount} a day, you'll {action verb + a beneficiary} and make a world of difference. Thanks in advance.**

## SAMPLE Email 3

Subject line: Jane, are you up to the challenge?

Hi Jane,

A few days ago, I shared the story of Jerome.

While Jerome has become a more confident Blackfeet language speaker, each Fall when students return to our immersive language school, they need additional support to make up for the lack of access to age-appropriate language materials during the summer months. Your support is key to creating a year-around language program.

That's why I need you, Jane, to make a gift today. We're working to raise \$5,000 by August 10 to ensure that Sally and many others like her will fall in love with our Blackfeet language.

**Donate Today!**

**Your gift today will make a difference. With just \$20 a month, you can ensure that the year-long language program for our children will continue. Can they count on you today? {Link to giving page with "monthly" default}**

Thanks in advance,

Bob Jones  
Program Director

**P.S. For as little as 30¢ a day, you'll create confident speakers and make a world of difference. Thanks in advance.**

#### TASK 8: Direct Mail

Hi **\*|First Name|\***,

Thanks to many generous donors like you, {beneficiaries} {received} {mission impact} and {mission impact}. But {Problem faced that your program addresses}.

**You have the power to change all of that. That's why I'm reaching out to you today, **\*|First Name|\***.**

Given the many challenges {beneficiaries} face, **\*|Organization Name|\*** needs your support to {impact of a gift/mission} for {beneficiaries}.

Your thoughtful gift on **\*|Last Gift Date|\*** shows how important {cause/problem} is to you. **Thanks for stepping up.**

I'm hoping, **\*|First Name|\***, that you will, once again, make a gift to {action verb related to the mission – for example, "educate children," "feed the hungry," or "train adults with developmental disabilities" "protect an area" "create more art in our community"}.

You'll have the joy of knowing that your donation will immediately make a difference.

**With your gift of just {\$ amount} you can create {impact of donation} for {name of beneficiary}.**

{Beneficiary's story of need. [Use language that evokes emotions and empathy.]}

The truth is, {tell more about the problem/need you address.}

**You have the power to make that happen.**

At **\*|Organization Name|\***, {beneficiary} {explain positive mission impact on beneficiary – include tangible and intangible change}.



Your contribution will {action verb + beneficiaries} and {action verb + beneficiaries}.

That's why I need you, \*|First Name|\*, to make a gift today.

We're working to raise {Goal Amount} by {Campaign End Date} to {how amount raised will impact mission}.

As you reflect on the difference you want to make in the world, please remember {beneficiaries} need you!

**Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?**

*By making an online gift on our website {xxx.org} or returning the enclosed envelope with your gift today, you will make a difference.*

Thank you in advance,

{Name}

{Title}

**P.S. With just {\$ amount} a month, you can create {impact of donation}. Visit {xxx.org} to donate today.**

SAMPLE Direct Mail

Dear Jane,

Thanks to many generous donors, the teens our communities are given the skills to become confident leaders in the future. But there are more teens who want to be a part of this leadership program than we have space available.

**You have the power to change all of that. That's why I'm reaching out to you today, Jane.**

Given the many challenges our teens continue to face, Leaders for the Future needs your support to expand our Teen Leadership program. Our goal is to raise \$5,000 by August 10.

Your thoughtful gift on November 7, 2022 shows how important supporting confident future leaders is to you. **Thanks for stepping up.**

I'm hoping, Jane, that you will, once again, make a gift to help more teens on our waiting list gain leadership skills. You'll have the joy of knowing that your donation will immediately change someone like Mary's life.

The truth is you can help us end the waiting list and create more confident future leaders.

**You have the power to make that happen.**

At Leaders for the Future, Mary gained the tools she needed to lead confidently. More than that, Mary even began to help other teens to lead with confidence..

Your contribution is key to creating leaders for the future.

That's why I need you, Jane, to make a gift today.

We're working to raise \$5,000 by August 10 to ensure that Sally, the 18 individuals on our waitlist, and many others like them will receive the training and support they need to lead with confidence.

As you reflect on the difference you want to make in the world, please remember our teens need you!

**Your gift of \$50 will make an immediate difference! Can our teens like Mary count on you today?**

*By making an online gift on our website {[leadersforthefuture.org](https://leadersforthefuture.org)} or returning the enclosed envelope with your gift today, you will make a difference.*

Thank you in advance,

Michelle McDonald  
Executive Director

**P.S. With just \$20 a month, you can open up a world of adventure and possibility for our teens. Visit [leadersforthefuture.org](https://leadersforthefuture.org) to donate today.**

## NON-DONOR CAMPAIGN

### TASK 1: Overview

Take some time to prepare for your email campaign:

6. Gather assets (images and stories) to use in your campaign.
7. Note that beneficiaries refers to who or what is impacted by your mission. This could mean people, animals, issues, quality of life, land, etc.
8. Create a fundraising page specific to this campaign.
9. When you download the first email for each recipient group, review the recipient list and make any additions or deletions BEFORE sending.
10. Ensure that all communications link to the correct fundraising page.

### TASK 2: Email 1

Subject line: \*|First Name|\*, you have the power to make a difference today!

Hi \*|First Name|\*,

Thanks to many generous people, {beneficiaries} {received} {mission impact} and {mission impact}.

Right now, we are raising money for {describe a program or project being launched soon} so that more {beneficiaries} can {program impact}.

**That's why I'm reaching out to you today \*|First Name|\*. You have the power to make {program} {adjective – like better, great, etc.}.**

Our goal is to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign end date}.

I'm hoping, \*|First Name|\*, that you will make a gift to {action verb related to the mission – for example, “educate children,” “feed the hungry,” or “train adults with developmental disabilities” “protect an area” “create more art in our community”}.

You'll have the joy of knowing that your donation will immediately **make a difference** and ensure that {program} will be the best yet!

**Donate Today!**

With your gift of just {\$ amount} you can create {impact of donation} for {beneficiaries}. Can they count on you today?

Thanks in advance,

Name of Founder/ED/Board Chair

Title

**P.S. For as little as {\$Amount} a day through a monthly contribution, you'll {action verb + a beneficiary} and make a world of difference. Thanks in advance! {Link to giving page with “monthly” default}**

*SAMPLE Email 1*

Subject line: Jane, you have the power to change a life today!

Hi Jane,

Thanks to many generous people, children who struggle to read received the training and services they needed to read more confidently and achieve academic success.

That's why I wanted to share the wonderful news – about an exciting new program we are launching this Fall!

Right now, we are raising money for the Readers Excel program, which we host each Fall to help students who do not have access to libraries, storytimes, and age-appropriate reading materials during the summer months will be even better.

The Readers Excel program will bring together elementary school children, senior citizens from the local retirement community, and dogs from the PawPals animal shelter.

We're very excited about a new addition this year! We'll be implementing an intergenerational program where senior citizens will volunteer to read with children and the children will read to their dogs. Children, Seniors, and dogs supporting one another!

**That's why I'm reaching out to you today \* [First Name] \*. You have the power to make this important, effective program even better!**

Our goal is to raise \$5,000 by August 10, 2023.

I'm hoping, Jane, that you will make a gift to bring together children, seniors, and puppies to create an emotionally supportive environment where all three will thrive. And together we can watch the children's reading reach new heights.

You'll have the joy of knowing that your donation will immediately change someone's life and ensure that this year's Readers Excel program will be the best yet!

**Donate Today!**

**With your gift of just \$20, you can create opportunity and hope for a child struggling to read while helping seniors and puppies find companionship. Can they count on you today?**

Thanks in advance,

Michelle McDonald  
Executive Director

**P.S. For as little as 30¢ a day through a monthly contribution, you'll help a child learn to read and make a world of difference. Thanks in advance! {Link to giving page with "monthly" default}**

### TASK 3: Social media & Text scripts

**Copy and paste these templates to your social media platforms and into your text messaging module.**

#### Social Post 1

Join me today in supporting {beneficiaries} with a donation to {program name}. The generous support from our community makes {program} possible. Our goal is to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date}. Thanks in advance for {impact of donation}! [Link to giving page](#)

#### SAMPLE Social Post 1

Join me today in supporting struggling to learn how to read with a donation to the Readers Excel program. The generous support from our community makes this intergenerational program possible. Our goal is to raise \$5,000 by August 10. Thanks in advance for providing opportunity and hope to our children and seniors! [Link to giving page](#)

#### Text 1

Please consider giving {\$Amount} to {program name} today to {impact of gift} for {beneficiaries}. Our goal is to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date} for {program description}. Thank you in advance for making a difference. We can't do this important work without you! [Link to giving page](#)

#### SAMPLE Text 1

Please consider giving \$20 to the Readers Excel program today to create an intergenerational support system for our children, seniors, and puppies. Our goal is to raise \$5,000 by August 10 to help children fall in love with reading. Thank you in advance for making a difference. We can't do this important work without you! [Link to giving page](#)

### TASK 4: Email 2

**Subject line:** Did I tell you about {Beneficiary's name}?

Hello \*|First Name|\*,

I'm writing today to tell you about {Name of beneficiary}.

{One beneficiary's story of need. [Use language that evokes emotions and empathy.]}

The truth is, {Name of beneficiary from story} is not alone. {Tell more about the problem you address.}

**You have the power to change that.**

In our {program name}, {beneficiary} {explain positive mission impact on beneficiary – include tangible and intangible change}.

Today you can help {beneficiaries impacted by the problem} like {beneficiary of story above}. That's why I'm inviting generous people like you to pitch in.

Your contribution will {action verb + beneficiaries} and {action verb + beneficiaries}.

We need to raise {Goal Amount} by {Campaign End Date} to {how amount raised will impact program}.

As you reflect on the difference you want to make in the world, please remember {beneficiaries} need you!

**Donate Today!**

Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?

Thanks in advance,

{Name}

{Title}

**P.S. Please consider making an automatic monthly donation to provide ongoing support for {program}. {Link to giving page with "monthly" default}**

SAMPLE Email 2

Subject line: Did I tell you about our newest exhibition??

Hi Jane,

I'm writing today to tell you about our newest exhibition.

When the artist first came to us, she laid out an expansive vision to engage all our senses into the experience. And, wow! If you haven't seen the exhibition, it has exceeded her vision. The #1 comment has been "I've never been so moved."

The truth is, last week, the artist came to us, asking if we could make this exhibition mobile to give more people the opportunity to experience this exhibition. But, we lack the funds to do so.

**You have the power to change all this.**

Today you can help make this phenomenal exhibition mobile possible. That's why I'm inviting generous people like you to pitch in.

Your contribution will ensure that our whole community has the opportunity to experience this exhibition by making it mobile.

We need to raise \$5,000 by August 10 to purchase the materials we need to make this exhibition mobile.

As you reflect on the difference you want to make in the world, please remember what impact this exhibition could have if it was mobile!

**Donate Today!**

Your gift of \$20 will make an immediate difference! Can our community count on you today?

Thanks in advance,

Bob Jones  
Art Director

**P.S. Please consider making an automatic monthly donation to provide ongoing support for our exhibits. [Link to giving page with “monthly” default](#)**

## TASK 5: Group Video Script

### Group Video Script

Hello! I’m {Name of speaker}, {relationship to organization} at \*|Organization Name|\*. We can’t do this important work of {mission} without generous donors who care about {cause or beneficiaries}. I’m reaching out today to ask you to support for {beneficiaries} who are facing continued challenges. Our need to raise {Goal Amount} by {about 10-15 days from Day 1 – Campaign End Date}. Your generosity today will {impact of donation – think of tangible and intangible impact}. Please donate today to support this important work. You may give online at {website} or text the word GIVE to xxx-xxx-xxxx. Thanks in advance for your generosity.

### SAMPLE Group Video Script

Hello! I’m Grace Glen, a Board Member at Animal Lovers Unite. We can’t do this important work of helping struggling pet owners pay for vet care without generous donors who love animals. I’m reaching out today to ask for your support. We are adding new and exciting elements to our Vet Care program to benefit animals in our community. We need to raise \$5,000 by August 10. Your generosity today will allow us to expand where we can serve, but more importantly, it will ensure all animals in our community can receive the care they need. Please donate today to support this important work. You may give online at alu.org or text the word GIVE to 123-456-7890. Thanks in advance for your generosity.

## Task 6: Social Media and Text Script 2

### Social post 2

Join me today in supporting {beneficiaries} with a donation to \*|Organization Name|\*. Your generous support makes {mission services} possible. Raising {Goal Amount} by {Campaign End Date} will make an immediate impact on {beneficiaries}. Thanks in advance for making a difference! [Link to giving page](#)

### SAMPLE Social Post 2

Join me today in providing clean water in our community with a donation to Water Now. Your generous support will expand the number of wells we can drill. Raising \$5000 by August 10 will make an immediate impact on clean water. Thanks in advance for making a difference! [Link to giving page](#)

## Text 2

Please consider making a donation to support {beneficiaries} through the work of \*|Organization Name|\* today. Your gift will help raise {Goal Amount} by {Campaign End Date} to support {beneficiaries}. Together we can make a difference. Please join us! [Link to giving page](#)

## SAMPLE Text 2

Please consider making a donation to support children **without enough food**. Your gift will help raise \$5,000 by August 10 to support **children through our food backpack program**. Together we can make a difference. Please join us! [Link to giving page](#)

## Group Video Script 2

Hi, me again – {Name of speaker} from \*|Organization Name|\*. Today I'd like to take a brief moment to tell you about {Name of beneficiary}. {Name of beneficiary} first came to \*|Organization Name|\* {with problem/need}. {He/she/they} felt {emotion like fear, discouragement, anger, frustration}. Because of generous donors, we were able to {services delivered}. Now {Name of beneficiary} {current situation as a result of mission impact}. But there are many more just like {Name of beneficiary}. We need to raise {Goal Amount} to {mission impact} for others like {Name of Beneficiary}. I hope that {they/it} can count on you today. Will you make a gift of {\$Amount} to support {mission/cause}? Thanks in advance for your generosity.

## SAMPLE Group Video Script 2

Hi, me again – Grace from **Protect Our Kids**. Today I'd like to take a brief moment to tell you about **our newest initiative**. **Today, thousands of former foster children face a challenge in completing their college education**. Because of generous donors, we were able to **raise the initial awareness about this issue**. Now **we need to ensure that Give Foster Children An Education Act passes in Congress**. We need to raise \$5000 to launch this year's **legislative push**. I hope that they can count on you today. Will you make a gift of \$20 to support this **initiative**? Thanks in advance for your generosity.

## TASK 7: Email 3

Subject line: \*|First Name|\*, are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary's name}.

While {Beneficiary's name} has {impact of programs/services} and great progress has been made in {impact of organization's programming in relation to the problem}, your support is key to solving {bigger problem – or same problem for more people}.

That's why I need you, \*|First Name|\*, to make a gift today. We're working to raise {Goal Amount} by {Campaign End-Date} to ensure that {Beneficiary} and others like {pronoun of beneficiary} can {verb + services offered}.



Donate Today!

Your gift today will make a difference. With just {\$ amount} a month, you can create {impact of donation}. Can they count on you today? {Link to giving page with "monthly" default}

Thanks in advance,

Name

Title

P.S. For as little as {\$Amount} a day, you'll {action verb + a beneficiary} and make a world of difference. Thanks in advance.

SAMPLE Email 3

Subject line: Jane, are you up to the challenge?

Hi Jane,

A few days ago, I shared the story of Jerome.

While Jerome has become a more confident Blackfeet language speaker, each Fall when students return to our immersive language school, they need additional support to make up for the lack of access to age-appropriate language materials during the summer months. Your support is key to creating a year-around language program.

That's why I need you, Jane, to make a gift today. We're working to raise \$5,000 by August 10 to ensure that Sally and many others like her will fall in love with our Blackfeet language.

Donate Today!

Your gift today will make a difference. With just \$20 a month, you can ensure that the year-long language program for our children will continue. Can they count on you today? {Link to giving page with "monthly" default}

Thanks in advance,

Bob Jones  
Program Director

P.S. For as little as 30¢ a day, you'll create confident speakers and make a world of difference. Thanks in advance.

TASK 8: Direct Mail

Hi \*|First Name|\*,

Thanks to many generous donors, {beneficiaries} {received} {mission impact} and {mission impact}. But {Problem faced that your program addresses}.

**You have the power to change all of that. That's why I'm reaching out to you today, \*|First Name|\*.**

Given the many challenges {beneficiaries} face, \*|Organization Name|\* needs your support to {impact of a gift/mission} for {beneficiaries}.

I'm hoping, \*|First Name|\*, that you will make a gift to {action verb related to the mission – for example, “educate children,” “feed the hungry,” or “train adults with developmental disabilities” “protect an area” “create more art in our community”}.

You'll have the joy of knowing that your donation will immediately make a difference.

**With your gift of just {\$ amount} you can create {impact of donation} for {name of beneficiary}.**

{Beneficiary's story of need. [Use language that evokes emotions and empathy.]}

The truth is, {tell more about the problem/need you address.}

**You have the power to make that happen.**

At \*|Organization Name|\*, {beneficiary} {explain positive mission impact on beneficiary – include tangible and intangible change}.

Your contribution will {action verb + beneficiaries} and {action verb + beneficiaries}.

That's why I need you, \*|First Name|\*, to make a gift today.

We're working to raise {Goal Amount} by {Campaign End Date} to {how amount raised will impact mission}.

As you reflect on the difference you want to make in the world, please remember {beneficiaries} need you!

**Your gift of {Amount} will make an immediate difference! Can {beneficiaries} like {name from story} count on you today?**

*By making an online gift on our website {xxx.org} or returning the enclosed envelope with your gift today, you will make a difference.*

Thank you in advance,

{Name}

{Title}

**P.S. With just {\$ amount} a month, you can create {impact of donation}. Visit {xxx.org} to donate today.**

SAMPLE Direct Mail

Dear Jane,

Thanks to many generous donors, the teens our communities are given the skills to become confident leaders in the future. But, there are more teens who want to be a part of this leadership program than we have space available.

**You have the power to change all of that. That's why I'm reaching out to you today, Jane.**

Given the many challenges our teens continue to face, Leaders for the Future needs your support to expand our Teen Leadership program. Our goal is to raise \$5,000 by August 10.

I'm hoping, Jane, that you will make a gift to help more teens on our waiting list gain leadership skills. You'll have the joy of knowing that your donation will immediately change someone like Mary's life.

The truth is you can help us end the waiting list and create more confident future leaders.

**You have the power to make that happen.**

At Leaders for the Future, Mary gained the tools she needed to lead confidently. More than that, Mary began to help other teens to lead with confidence.

Your contribution is key to creating leaders for the future.

That's why I need you, Jane, to make a gift today.

We're working to raise \$5,000 by August 10 to ensure that Mary, the 18 individuals on our waitlist, and many others like them will receive the training and support they need to lead with confidence.

As you reflect on the difference you want to make in the world, please remember our teens need you!

**Your gift of \$50 will make an immediate difference! Can our teens like Mary count on you today?**

*By making an online gift on our website {[leadersforthefuture.org](https://leadersforthefuture.org)} or returning the enclosed envelope with your gift today, you will make a difference.*

Thank you in advance,

Michelle McDonald  
Executive Director

**P.S. With just \$20 a month, you can open up a world of adventure and possibility for our teens. Visit [leadersforthefuture.org](https://leadersforthefuture.org) to donate today.**