



Giving Tuesday Appeals

RESOURCE

Email Appeal

What should you include in a Giving Tuesday email appeal? Use the example below to guide your writing and learn more about each tactic on the next page.

From: **Executive Director** A

Subject: **Your gift TODAY helps twice as many animals** B

C Dear Sue,

E When Peanut first came to us, she was in need of immediate medical attention to save her life. She was neglected by a former owner, and her health was declining fast.



The team at Animal Adoption Center quickly provided the quality of care Peanut needed. Now, she is not just surviving - she is thriving!

F **But there are many other animals still in need of our help and love.**

G Today is Giving Tuesday and that means you can make a difference in the lives of dogs and cats throughout the area. And - for today only - your gift will go twice as far, thanks to our generous partners, Caring Company.

H **Your donation TODAY will be matched by Caring Company. Will you [give online](#) to ensure that these animals receive the care they need and find their forever homes?**

Sign I
Important Person

Job Title

Email address

Link to donation form

J

P.S. Your Giving Tuesday donation will help twice as many animals! [Give now.](#) K

L

Include unsubscribe information

Email Appeal

Appeal writing that employs the following research-backed methods can improve your fundraising success.

A | Sending your email from a recognizable person increases the likelihood of it being opened and read, as recipients are more likely to engage with a familiar sender.

B | An engaging subject line serves as the first impression of your email, capturing the recipient's attention and encouraging them to open and read it.

C | A personalized salutation increases the likelihood of engagement and donations by making recipients feel valued and connected.

D | Compelling visual images or videos engage the recipient, evoke emotions, and effectively convey your message.

E | A dramatic and engaging opening sentence immediately captivates the recipient's interest and encourages them to continue reading.

F | Words that convey emotion make your recipients more likely to empathize with your cause and make a gift.

G | Paragraphs with no more than five lines of text enhance readability and encourage recipients to absorb the message more effectively in today's fast-paced digital environment.

H | An ask with a link to donate placed in at least two to three places in an email appeal increases conversions.

I | If you can, insert a digital signature to add authenticity to the message and build trust.

J | White space throughout the email enhances readability and visual appeal, making it easier for recipients to engage with the content.


K | A 'P.S.' message reinforces the main call to action, increasing the chances of recipient engagement and donations.



L | Including unsubscribe information demonstrates respect for recipient preferences, maintains legal compliance, and helps effectively manage your email list.

Social Media Appeal

What does an effective Giving Tuesday social media appeal look like? Use the example below to help create your own!

AnimalAdoptionCenter ⋮

A 

B  **C** 

E Peanut first arrived at Animal Adoption Center in urgent need of medical care that cost \$5,000. Thanks to our supporters, she quickly received it.

D Give at AAC.org by the end of today to help more animals like Peanut. All gifts this Giving Tuesday will be **G** matched by @CaringCo to reach our goal of \$10,000!

F #AACLove #Donate #GivingTuesday

Social Media Appeal

Social media appeals are more interactive and timely. Adapt your communication to leverage these unique features as well as engage different audiences on each platform.

A | Compelling images or videos encourage your audience to stop scrolling and pay attention, plus using visuals typically increases engagement with your posts.

B | Pull one part of the story featured in your email appeal and edit - share more of the story in other posts throughout the day.

C | Keeping each post short and shareable makes it easier for supporters to spread the message across their networks, expanding your reach and impact.

D | A call to action simplifies the recipient's decision-making process, increasing the likelihood of engagement and donations.

E | Expressing urgency motivates immediate action from your audience, encouraging them to promptly donate or participate.

F | Don't forget to use hashtags - especially #GivingTuesday - to join the conversation.

G | Sharing your fundraising goal creates a sense of community involvement, motivating supporters to contribute towards the target.



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