

CUSTOMIZABLE

EMAIL TEMPLATES

FOR YEAR-ROUND
DONOR ENGAGEMENT

 uncommongood.

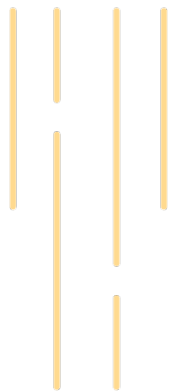


Table of Contents

Welcome Series

Say Hello	3
Tell a Story	4
Make an Appeal	5

Donor Retention

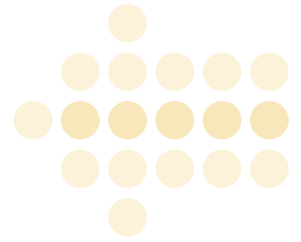
Thank You	6
Share Impact	7
Campaign Urgency	8

Year-Round Engagement

About Us	9
Observance Days	10
Success Story	11

More Email Topic Thought-Starters	12
--	-----------

Welcome Series



Use these templates to set up your automatic emails that send to your first time leads who subscribe to your email list.

Welcome Email 01: Say Hello

The first email, sent immediately to new subscribers

Subject Line:

Welcome to our community, [Name]!

Email Body:

Hey there [NAME],

On behalf of everyone at [ORG NAME], I'm thrilled to welcome you to our community of folks who care about [YOUR MISSION].

A little bit about us? We are a nonprofit dedicated to [IMPACT STATEMENT]. We rely on the generous support of folks like you to make this happen.

Button:

[LEARN MORE]

Every now and then, we'll send you some email updates on everything that's happening here at [ORG NAME], and how you can play a part. For now, we're just happy you are here.

Best,
[NAME]
[POSITION]
[CONTACT INFO]

Welcome Email 2: Tell a Story

A follow-up to Email 1, sent to the same recipients 1-2 weeks later.

Subject Line:

How we make a difference in [BENEFICIARY]

Email Body:

Hello again [NAME]

Now that you're a bit more familiar with who we are here at [ORG NAME], I wanted to give you a better idea of how our work makes a real-life impact on [IMPACT].

[A BRIEF NARRATIVE ABOUT A SPECIFIC PERSON, EVENT, POLICY, ETC. THAT PRESENTS A TANGIBLE IMPACT].

As a supporter of our mission, you are helping to make this possible. Isn't that incredible? We think so too. Read more stories like this one here.

Thanks for listening, [NAME]. [WE / BENEFICIARIES] appreciate you more than you know.

Wishing you well!

[NAME]

[POSITION]

[CONTACT INFO]

Welcome Email 3: Make An Appeal

A third follow-up to new subscribers, making a soft donation appeal.

Subject Line:

How you can move the needle on [IMPACT]

Email Body:

Hi [NAME],

We just wanted to thank you, again, for joining our team and expressing your interest in [CAUSE STATEMENT]. Just knowing that you are on our side is invaluable to us.

If you were in a position to give to the cause today, just [\$\$ AMOUNT] would help [TANGIBLE IMPACT STATEMENT].

There's no pressure, but we just wanted to offer a way to turn your spare change into real change.

Button:

((Give [\$\$]))

Learn more about our impact here.

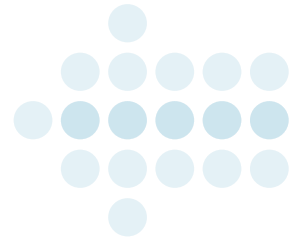
Thanks for being a part of what we do!

[NAME]

[POSITION]

[CONTACT INFO]

Donor Retention Series



An email chain to send automatically to first-time donors, or to send any time to past donors, as a way to keep up communication and retention.

Donor Retention Email 1: Thank You

Send to new donors 2-3 days after donation.

Subject Line:

Thank you so much, [NAME].

Email Body:

Hello [NAME]!

Words cannot express how grateful we are for your donation of [\$XX]. Your support is what helps us [IMPACT STATEMENT].

With every dollar donated, we are one step closer to our biggest goal of [MONETARY OR OTHER TANGIBLE GOAL]. That means that you put us [DONATION AMOUNT] steps closer! Wow, you are our favorite person in the world.

Thank you from all of us here at [ORG NAME] and a bigger thank you from the [BENEFICIARIES] who you've supported.

All the best,
[NAME]
[POSITION]
[CONTACT INFO]

Donor Retention Email 2: Share Impact

Send as a follow-up to Email 1, or to any previous donors as an extra push by demonstrating specific impact.

Subject Line:

Your contribution helped us do this.

Email Body:

Hello again [NAME],

Just stopping by to update you on how your donation has made a difference.

Because of your generosity, we have been able to [MILESTONE / RESULTS / IMPACT]. Your [\$XX] donation went directly towards our efforts and these results.

We hope you treat yourself today, because you deserve it. We appreciate you more than you know.

Your biggest fan,
[NAME]
[POSITION]
[CONTACT INFO]

PS. If you're looking to feel this good more often, join our exclusive club [LOYALTY CLUB NAME] of loyal donors by pledging just \$5 per month.

Donor Retention Email 3: Campaign Urgency

Send when working on a specific campaign or to express urgency at any time.

Subject Line:

[NAME], take 3 minutes to help us reach our goal!

Email Body:

Hey [NAME],

We are so close to reaching [GOAL \$\$] in order to [IMPACT OF \$\$] before [DEADLINE]! One donation could make all the difference.

Will you be our donor in shining armor? Or VIP to lead us to victory?

Button:

((Yes, I'm in!))

We know that you care about [MISSION STATEMENT] as much as we do. We rely on good hearts like yours to keep our progress moving forward. If you could support us today, your legacy as a major contributor to our cause will be secured.

Button:

((Donate Now))

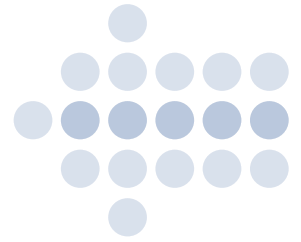
Thank you for helping us reach our goals!

[NAME]

[POSITION]

[CONTACT INFO]

Year-Round Engagement Series



Emails for continued engagement and consistent check-ins with your wider audience throughout the year.

Year-Round Engagement: About Us

Get personal with your audience—you're inviting them into your inner circle.

Subject Line:

Get to know [ORG NAME]

Email Body:

Hi [Name]!

We hope you're doing well. My name is, [NAME], the [POSITION TITLE] here at [ORG NAME]. Since we've been in your inbox lately, I figured you might want to get to know us a little bit more!

[[CHOOSE 1-2 STORY OPTIONS:]]

Origin Story

[ORG NAME] was founded when...

Key Staff Member Bios

Here are a few of the people who make [ORG NAME] such a fun and fulfilling place to work.

[Names - Positions - Photos - Fun facts related to cause]

Company Information

[ORG NAME] operates out of [HEADQUARTERS] but we have teammates and supporters around the world. Our core team is [XX] people strong, and most of us have a personal connection to [CAUSE STATEMENT] and the work we do.

We look forward to getting to know each other better as our community grows. If you're interested in more information and happenings around [ORG NAME], check out our website!

Button: ((Learn More))

Talk soon!

[NAME]

[POSITION]

[CONTACT INFO]

Year-Round Engagement: Observance Days

There's a day for everything these days! Leverage relevant observance days as an occasion to run a campaign, a raffle or contest, or just to drop in.

Subject:

Happy [TOPIC] Day from [ORG NAME]!

Email Body:

Hey there [NAME]!

Today, on National [] Day, we are especially grateful for your support in [IMPACT STATEMENT].

[[CONTENT OPTIONS:]]

Just checking in

We just wanted to remind you of the great work this community has done. So far [this year / time period], we have [key accomplishments / progress].

Social Media Campaign

In [celebration/recognition], we invite you to post [relevant photo relating to cause] on instagram or twitter with the hashtag #[relevant hashtag] and tag us @[handle]! We'll be reposting our favorite photos on our profile!

Raffle Entry

In [celebration/recognition], we are giving away this FREE [GIFT] in a donor raffle! Simply give \$5 or more to enter.

On this day and every day, we thank you for your support.

Button:

Learn More // Donate Now

Talk soon!

[NAME]

[POSITION]

[CONTACT INFO]

Calendarr.com has a helpful list of all holidays and observance days, so you can plan ahead!

Year-Round Engagement: Success Story

Subject Line:

You helped make this happen.

Email Body:

Greetings [NAME]!

We're so excited to share with you something that really made us smile this week.

[BRIEF STORY ABOUT A SPECIFIC IMPACT]

Examples:

A person or animal whose life was improved

A scientific or medical breakthrough or discovery

A policy change

A before and after photo

As you can see, your support from wherever you are in the world is hitting home here in [IMPACT LOCATION]. To see more stories of the difference we're making together, check out our blog.

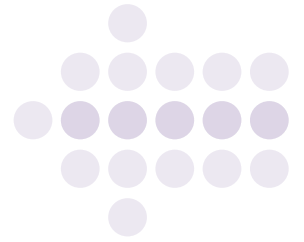
Be well.

[NAME]

[POSITION]

[CONTACT INFO]

More Email Topic Thought-Starters



Random Hellos

- Motivation Monday
- Feel-Good Friday
- Fun Facts / Did you know...



Events & Happenings

- Office celebrations
- Volunteer events
- Event invites / Tickets on sale
- Event countdowns



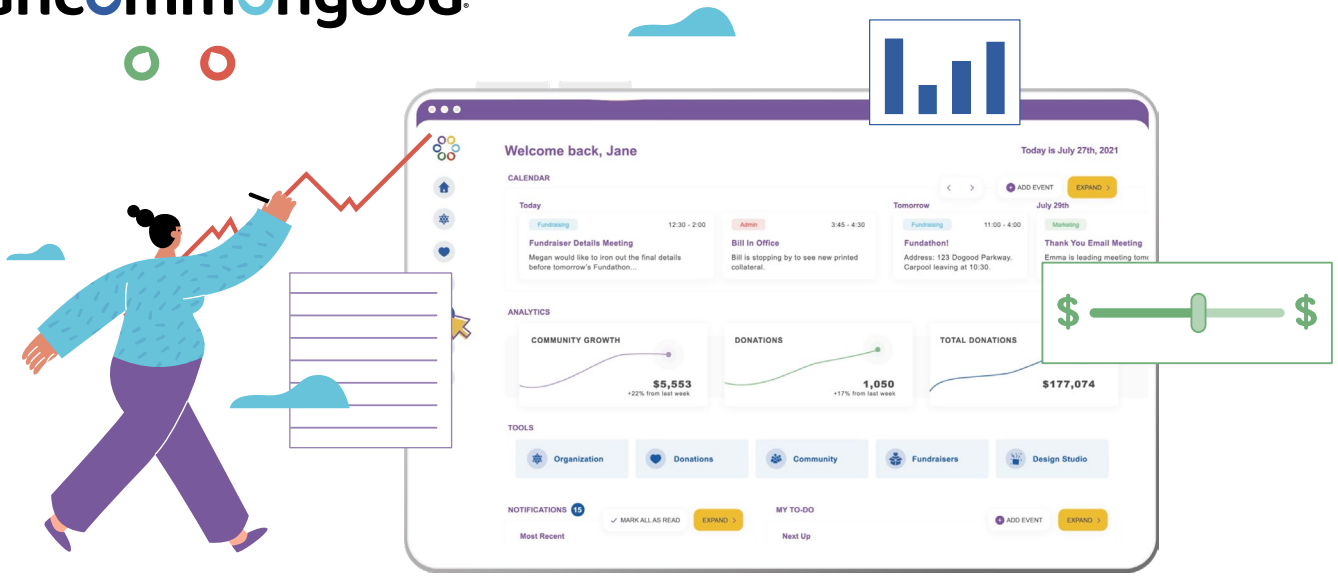
Milestones

- Organization Anniversary
- Birthdays of Founder / Leaders
- Reaching certain \$\$ raised



Community Engagement

- Follow our socials
- Hashtag contests
- Feedback surveys



From Your Friends at UncommonGood

We are an email marketing tool that helps you engage your donors year-round. But we also do so much more.

Design Studio

To help you build that consistent brand across all your communication channels

Operations

To help you manage your team, stay on top of timelines and tasks, and run your organization smoothly so you can focus on your mission

Donor Data

To keep track of your audience and help build those close relationships that lead to long-term donations & much more!