**FIRST EMAIL**

**Subject Line:** Make a Difference for Our Students on Giving Day!

 **Body:**

Hi [Name],

I’m reaching out today to ask you to make a gift to [brief, student-focused statement about an impactful result of your department’s work]. This is a critical need for students who [brief description of student effort and accomplishment].

Every day, these students work hard for their education, but they struggle without [describe the result of your Giving Day project]. With your help, we can change that.

Will you please make a gift by [Giving Day date] to help students get [project outcome]? Your gift will help a student [describe a challenging environment] achieve [describe the positive outcome the project will produce].

Many students cannot afford [describe universally appealing need of students]. The good news is that you can make a difference! It costs about [$ dollar amount] for one [unit of the project].

Will you be a hero and send a gift to help one person get this much-needed support?

Your gift has the potential to make a difference for deserving students!

While you’re reading this email, please take a moment to send your gift to help one student get the [benefit of project] they need.

With gratitude,

[Name]

[Title]

[Department]

P.S. – You can make your gift quickly and securely online at: [Giving Day webpage link]

**ONE WEEK BEFORE GIVING DAY EMAIL TEMPLATE**

**Subject Line:** Make a Difference for Students on Giving Day!

**Body:**

Hi [Name],

Giving Day is just a week away!

On [Giving Day date], we can come together and support [brief, student-focused statement about the impactful work of your department].

Every day, students in our department work hard to [brief description of student effort and accomplishment], but they face challenges without [describe the result of the Giving Day project].

With your help, we can change that.

Will you send a gift on [Giving Day date] to help make [project goal] possible? Your gift will help our students achieve [positive outcome the project will produce].

It costs about [$ dollar amount] for one [unit of the project]. Every dollar counts. Together, we can empower our students to make a positive impact.

Mark your calendar for [Giving Day date], and join us in changing lives!

Thank you for your generosity and support.

With gratitude,

[Name]

[Title]

[Department]

P.S. – Learn more or plan your gift in advance at [Giving Day webpage link].

### **DAY BEFORE GIVING DAY EMAIL TEMPLATE**

Subject Line: Tomorrow is Giving Day— You Can Help Students!

Body:

Hi [Name],

Tomorrow is Giving Day!

 We’re excited for this chance to support the incredible students in [department name] who [brief description of student effort and accomplishment].

Your gift can make a big impact by helping to fund [describe the result of the Giving Day project]. Students are counting on us to come together and make a difference.

Will you be part of Giving Day by sending a gift? Every contribution helps our students [describe the positive outcome the project will produce].

It costs about [$ dollar amount] for one [unit of the project].

Let’s make tomorrow unforgettable!

With gratitude,

[Name]

[Title]

[Department]

P.S. – Be sure to visit [Giving Day webpage link] tomorrow to make your gift!

### **DAY OF GIVING DAY EMAIL TEMPLATE**

Subject Line: It’s Giving Day—Make a Difference for Our Students Today!

Body:

Hi [Name],

Giving Day is here!

Today is your chance to help students in [department name] who [brief, student-focused statement about their efforts or accomplishments].

Your gift can provide [describe the result of the Giving Day project], making it possible for students to [describe the positive outcome the project will produce].

Every dollar counts. It costs about [$ dollar amount] for one [unit of the project]. Will you send a gift today to support [department name]?

Visit [Giving Day webpage link] now to make your gift and help change a student’s life.

Thank you for your generosity!

With gratitude,

[Name]

[Title]

[Department]

P.S. – Let’s make today great! Make your gift now: [Giving Day webpage link].

### **THANK YOU EMAIL TEMPLATE**

Subject Line: Thank You for Supporting Our Students!

Body:

Hi [Name],

Thank you for your incredible generosity on Giving Day! Because of your support, students in [department name] will now have access to [specific benefit or impact of the Giving Day project].

Your gift makes a real difference, helping our students [describe positive outcome].

Thank you for believing in our students and investing in their future. Your support inspires us all to continue working hard and creating opportunities that make a lasting impact.

With heartfelt gratitude,

[Name]

[Title]

[Department]

P.S. – Stay tuned for updates on the impact of your gift. Thank you for changing lives!