**FIRST EMAIL TEMPLATE**

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

 **Body:**

Hi [Name],

I’m reaching out to ask you to make a gift to [brief, student-focused statement about an impactful result of your department’s work]. Your support can make a huge difference for students like me who [brief description of student effort and accomplishment].

I’ve seen how students like me 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 like me get [project]? Your gift will help someone like me [describe a challenging environment] achieve [describe the positive outcome the project will produce].

Many of us can’t afford [describe universally appealing need of students]. The good news is that your support can help! It costs about [$ dollar amount] for one [unit of the project]. Will you be a hero and send a gift today to help provide this much-needed support?

Your help is needed! Your gift can make a difference for many others as well. Your generosity will change lives and support the work of the [department name].

Please take a moment to send your gift to help one student get the [benefit of project] they need. Your support empowers students like me to make a positive impact on the lives of others for years to come.

With gratitude,

[Student Name]

[Department/Program or Area of Study]

**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 on Giving Day!

 **Body:**

Hi [Name],

Giving Day is almost here! On [Giving Day date], we have the incredible opportunity to support students who [brief, student-focused statement about their efforts or accomplishments].

Students like me are working hard to obtain an education, but they face challenges without [describe the result of the Giving Day project].

Your support can help them reach their goals.

Will you help by sending a gift on [Giving Day date]? Your generosity will provide [specific benefit/project] and empower students to thrive and make a difference in their communities.

It costs about [$ dollar amount] for one [unit of the project]. Every gift counts! You can be a hero and make a lasting impact.

Mark your calendar for [Giving Day date] and get ready to join us in changing lives.

Thank you for your support!

With gratitude,

[Name]

[Student Department/Area of Study]

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

**DAY BEFORE GIVING DAY EMAIL TEMPLATE**

**Subject Line:** Tomorrow is Giving Day — Get Ready to Make a Difference!

 **Body:**

Hi [Name],

Tomorrow is Giving Day, and I’m so excited to invite you to be part of this special day of giving!

Your gift will help students like me who [brief description of student effort and accomplishment]. Together, we can ensure that no one has to go without [describe the result of the Giving Day project].

Will you join us tomorrow by sending a gift? Every dollar counts, and your support will help students [describe the positive outcome the project will produce].

It costs about [$ dollar amount] for one [unit of the project]. Your gift—big or small—can change a life.

Thank you for making a difference. I can’t wait to share the impact we’ll make together!

With gratitude,

[Name]

[Student Department/Area of Study]

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

**DAY OF GIVING DAY EMAIL TEMPLATE**

**Subject Line:** It’s Giving Day—Help Change a Life Today!

 **Body:**

Hi [Name],

Giving Day is here!

Today, you can make a difference for students like me who [brief, student-focused statement about their efforts or accomplishments].

Your gift will provide [describe the result of the Giving Day project], helping students thrive in their education and beyond.

It costs about [$ dollar amount] for one [unit of the project]. Will you help by sending a gift today?

Please don’t wait! Giving Day only lasts until [event end date and time], so visit [Giving Day webpage link] now to make your gift.

Thank you for being part of this incredible day!

With gratitude,

[Name]

[Student Department/Area of Study]

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

**THANK YOU EMAIL TEMPLATE**

**Subject Line**: Thank You for Your Incredible Support!

 **Body:**

Hi [Name],

Thank you so much for being part of Giving Day! Your generosity means the world to students like me.

Because of your support, [describe the specific benefit or impact of the Giving Day project]. You’ve helped us provide [positive outcome], empowering students to [long-term benefit, e.g., pursue their dreams, serve their communities].

On behalf of [department name] and the students you’ve helped, thank you for believing in us and investing in our future.

With heartfelt gratitude,

[Name]

[Student Department/Area of Study]

P.S. – Stay tuned for updates on the impact of your gift. You’re changing lives—thank you!