



Giving Season Email Templates

October – Early Outreach

1. Pre-Launch Awareness Email
2. Campaign Kickoff Email
3. Major Donor Personal Outreach
4. Recurring Donor Appreciation + Ask
5. Board & Volunteer Ask Email
6. Lapsed Donor Re-Engagement

November – Launch, Engage & Amplify

7. Giving Tuesday is Here
8. Giving Tuesday Reminder (PM send)

December – Sustain Momentum & Finish Strong

9. Thank You Email for GivingTuesday
10. GivingTuesday Results & Impact Share
11. Post-GivingTuesday Momentum Email
12. Matching Gifts Announcement
13. Securities Giving Promotion
14. Help Us Reach Our End-of-Year Goal (Generic)
15. Segmented EOY Appeals (Lapsed / Major / Recurring / First-Time Donors)
16. Your Biggest Supporters Email
17. Mid-December Email
18. Only a Few Days Left Email
19. December 30th and 31st Email

January – Audit, Share & Retain

20. Happy New Year and Our Biggest Milestones Email



October – Early Outreach

1. Pre-Launch Awareness Email

For a late-October send to build anticipation before the campaign kicks off.

Subject: Big things are coming this Giving Season!

Hi there,

We wanted to give you a sneak peek: our 2026 Giving Season campaign is almost here, and this year we're setting our most ambitious goal yet.

Over the next few weeks, you'll hear from us with stories, updates, and ways to get involved – starting with our campaign launch coming soon.

Want a head start? You can already make your gift count by visiting our Charity Profile: [URL]
Stay tuned.

With gratitude,
[Your Charity Name Here]

2. Campaign Kickoff Email

To alert your entire supporter base that your giving season campaign has started.

Subject: Our 2026 Giving Season campaign is live!

Hi there,

We're thrilled to announce that our 2026 Giving Season campaign is officially live!

This year, our goal is to raise [\$X] to support [cause/specific outcome]. Every gift – big or small – helps us get closer.

Here's why it matters: [insert 1–2 sentence impact statement, e.g., "A \$50 gift provides a week of meals for a family in need."]

Will you help us kick things off with a gift today? [insert link to donation page]

Thank you for being part of our community,
[Your Charity Name Here]

3. Major Donor Personal Outreach

For personalized emails/calls to the top 20–30 donors in early outreach.

Subject: [Name], we wanted you to hear this first!

Dear [Name],

As we launch our 2026 Giving Season campaign, we wanted you to be among the first to know – your past generosity has played a major role in everything we've accomplished this year.

This season, we're working toward [\$X] to support [cause]. Given everything you've helped us achieve, we'd be honored to have you lead the way again.

Would you be open to a quick call to talk through this year's plans? [or: Here's a link if you'd like to give now: insert link]

With deep gratitude,
[Your Charity Name Here / Name & Title]

4. Recurring Donor Appreciation + Ask

To thank recurring donors for their ongoing commitment and invite a special one-time gift.

Subject: Thank you for your monthly commitment!

Hi [name],

We don't say this enough: your monthly gift makes a real, lasting difference. Because of donors like you, we can plan and meet needs all year long, not just during the Giving Season.

As we kick off our 2026 campaign, we wanted to ask – would you consider adding a special one-time gift on top of your monthly support to help us meet this season's goal? [insert link to donation page]

Thank you for being such a steady source of hope.

With appreciation,

[Your Charity Name Here]

5. Board & Volunteer Ask Email

To ask the board/volunteers to give first, and share the campaign with their networks.

Subject: Will you help us kick off Giving Season?

Hi [name],

As our 2026 Giving Season campaign launches, we're asking our board members and volunteers – the people who know our work best – to be the first to give.

Your gift, no matter the size, helps us launch with momentum and credibility when we ask others to join in.

Would you also consider sharing our campaign with your network? Here's a link you can post or forward: [donation page link]

Thank you for everything you already do for us.

With gratitude,

[Your Charity Name Here]

6. Lapsed Donor Re-Engagement

To re-engage donors who gave in the past but haven't recently.

Subject: We miss you, [name]!

Hi [name],

It's been a while since we last heard from you, and we wanted to reach out – not just to ask for a gift, but to say thank you for the support you've given in the past.

A lot has changed since then. [insert 1–2 sentence update on recent impact/programs].

If you'd like to be part of our 2026 Giving Season, we'd love to have you back: [insert link to donation page]

Either way, we're grateful you were ever part of this journey.

Warmly,

[Your Charity Name Here]



November – Launch, Engage & Amplify

7. Giving Tuesday is Here

To announce your GivingTuesday target, invite supporters to act immediately, and tap into the urgency of the global generosity movement.

Subject: It's Giving Tuesday: help us raise [\$X] for [cause]

Hello,
Giving Tuesday is here – a day when people around the world come together to do good!

This year, we've set an ambitious goal: to raise [\$X] to support [specific cause]. But we can't do this without you. Every gift, no matter the size, brings us closer to changing lives.

We hope you can help us reach our goal today. [insert link to donation page]
Thank you for being part of this global movement for generosity. Together, we can make a real difference.

With gratitude,
[Your Charity Name Here]

8. Giving Tuesday Reminder (PM send)

Schedule a second reminder later in the day; use a separate tone from the AM push.

Subject: A few hours left to make today count

Hi there,
GivingTuesday isn't over yet! We've raised [\$X] so far today, thanks to [#] generous donors like you.

There's still time to be part of it. [insert link to donation page]

Thank you for being part of this global day of generosity.

With gratitude,
[Your Charity Name Here]

For more GivingTuesday email templates and other resources, head over to the GivingTuesday Hub [here](#).



December – Sustain Momentum & Finish Strong

9. Thank You Email for GivingTuesday

To send within 24 hours of GivingTuesday with as many concrete results as possible

Subject: Thank you for an amazing GivingTuesday!

Hello [name],

We hope you had a wonderful GivingTuesday – and we wanted to thank you again for your generous gift. Thanks to donors like you, we raised [\$X] together in just one day!

Optional: If you haven't seen the full results yet, check out our GivingTuesday page: [URL]

Thank you again for your support,
[Your Charity Name Here]

10. GivingTuesday Results & Impact Share

To send within a week of GivingTuesday.

Subject: We did it, thanks to you!

Hi there,
Thanks to [#] donors, we raised [\$X] this GivingTuesday – and unlocked [the full matching gift / a major milestone]!

Here's what that means: [insert concrete impact, e.g., "500 families will have meals this winter."]

We couldn't have done this without you. Thank you for being part of something bigger.

With gratitude,
[Your Charity Name Here]

11. Post-GivingTuesday Momentum Email

To explicitly connect to the EOY goal.

Subject: Thank you for your continued support!

Hi there,
We just wanted to take a moment to thank you again for your incredible support during GivingTuesday.

Together, we raised [\$X] and we hope to keep that momentum going right through the end of the year.

We can't wait to keep working together in the years ahead.

Thank you,
[Your Charity Name Here]

12. Matching Gifts Announcement

To stress urgency and incentivize giving with matching gifts.

Subject: Good news: Every gift will be matched!

Hi there,

We're excited to share some incredible news this Giving Season: thanks to a generous donor [or name the entity offering the match, if they are open to being named], every gift you make will be matched dollar-for-dollar, up to [\$X amount] until [date].

That means your donation will go twice as far in supporting [cause, e.g., providing clean water, housing families, rescuing animals].

So far, we've unlocked [\$X] of our [\$X] match – help us get the rest of the way there! One gift, double the impact. [insert link to donation page]

Together, we can make an even greater difference.

With appreciation,
[Your Charity Name Here]

13. Securities Giving Promotion

To promote securities giving heavily in December as a major revenue driver.

Subject: Securities giving: A tax-smart way to give before year-end.

Hi there,

Did you know you can donate securities (stocks or mutual funds) directly – and avoid paying capital gains tax – while still supporting [cause]?

It's simple, often more tax-efficient than giving cash, and it goes just as far in funding our work.

Learn how it works here: [insert link]

Thank you for considering this option as you plan your year-end giving.

With appreciation,
[Your Charity Name Here]

14. Help Us Reach Our End-of-Year Goal (Generic)

This is a generic email to send to all supporters. If you have your supporters segmented, use the templates in the next section.

Subject: Let's end the year with impact, together.

Hi there,

As the year comes to a close, we're reflecting on all the lives we've touched – thanks to your generosity.

We're [X]% of the way to our end-of-year fundraising goal of [\$X]. Meeting this goal means we can continue to provide [specific impact, e.g., 500 nights of safe shelter, scholarships for students] well into the new year.

With your help, we know we can get there. Will you make your year-end gift today and help us finish strong? [insert link to donation page]

Thank you for making hope possible,
[Your Charity Name Here]

15. Segmented EOY Appeals (Lapsed / Major / Recurring / First-Time Donors)

Tailored end-of-year appeals for different segments.

Lapsed Donors

Subject: We haven't heard from you this season

Hi there,

We haven't seen a gift from you yet this Giving Season, and we wanted to check in. Your support has meant a lot in the past, and it's still needed now.

Will you consider making a gift before the year ends? [insert link]

Thank you for everything you've already given,
[Your Charity Name Here]

Major Donors

Subject: Your leadership made a difference last year

Hi [name],

Your gift last year was a leadership gift in every sense – it inspired others to give and helped us reach donors we never could have reached alone.

As the year closes, we hope you'll consider leading again. [insert link]

With gratitude,

[Your Charity Name Here]

Recurring Donors

Subject: Thank you for your monthly commitment – one more ask

Hi [name],

Thank you for your steady, monthly support all year long.

As 2026 wraps up, would you consider a special year-end gift on top of your regular contribution? [insert link]

With appreciation,

[Your Charity Name Here]

First-Time Givers

Subject: Welcome – and thank you

Hi [name],

Welcome to our community! Your recent gift is already making an impact, and we wanted you to know what happens next: [insert brief impact note or program update or giving season update].

If you'd like to make a second gift before the year ends, here's how: [insert link]

Thank you for joining us,

[Your Charity Name Here]

16. Your Biggest Supporters Email

This email should be sent around the middle of December to thank your biggest fans for their continuous support.

Subject: [Name], thank you!

Hi there!

We wanted to send a more personal thank you to the biggest fans of our organization for your incredible support in 2026.

Your support helps us reach more people and make a bigger impact – we couldn't do it without you.

Thank you for being the amazing person that you are,
[Your Charity Name Here]

P.S. – Want to make an even bigger impact? Click here to see how you can! [insert link to donation page]

17. Mid-December Email

Can tie this directly to securities/tax planning, since mid-December is when tax-motivated giving accelerates.

Subject: The end of the year is just around the corner!

Hi there,

As the end of 2026 approaches, it's important to remember that your contributions remain tax-deductible and will continue to support our efforts in the new year. [insert link to donation page]

If you hold appreciated stocks or securities, donating them directly can be an even more tax-savvy way to give – and it costs you less than you'd think. [insert link to securities giving page]

Thank you for standing with us in 2026.

Thank you for your continued support,
[Your Charity Name Here]

18. Only a Few Days Left Email

To encourage your donors to make a final donation before the new year.

Subject: Only days left until the new year!

Hi there,

The end of 2026 is here, which means you have only days to take advantage of your tax-deductible donations. Your support has been instrumental this year, and we can't thank you enough.

Take some time to share your end-of-year gift today! [insert link to donation page]

Thank you for being a part of our journey,
[Your Charity Name Here]

19. December 30th and 31st Email

Final reminders to donors to make their last donations for the year.

Subject: Donation deadline reminder!

Hi there,

We just wanted to remind you that we close our doors to donations on December 31st and encourage you to make your last contribution of the year. [insert link to donation page]

Your contributions have a powerful impact on the cause and our community.

Thank you for helping us reach our greatest milestones yet,
[Your Charity Name Here]

P.S. – Get a tax deduction by donating before the end of the year! [link]

Subject: Just hours to go - donation deadline reminder!

Hi there,

We just wanted to remind you that today is the last day to take advantage of your tax-deductible donations, and we hope that you'll consider making one before the new year. [insert link to donation page]

Thank you for your support thus far,
[Your Charity Name Here]



January – Audit, Share & Retain

20. Happy New Year and Our Biggest Milestones Email

To connect GivingTuesday + EOY combined totals if possible, and an explicit "you made this happen" framing; send first week of January.

Subject: Thank you for helping us reach our greatest milestones yet!

Hi there,
Happy New Year! 2026 was an incredible year for us, and we couldn't have done it without your continuous support.

[insert milestone – e.g., "Together, we raised \$150,000 this Giving Season, including \$30,000 on GivingTuesday alone."]

You were a crucial part of getting us here, and as we head into the new year, we hope that you'll continue to stand with us.

Thank you for being our greatest supporter in 2026,
[Your Charity Name Here]