

COGives 2022: Email messaging

Hot tips

- Focus on the ease of use for your donors: Tax deductible, they're able to keep track of all of the nonprofits they support including yours all on ColoradoGives.org
- Consider your audience:
 - Segmentation
 - Past COGives donors for your org, current lapsed donors for your org, especially generous donors, one-time donors (for an opportunity to have them become a monthly donor through COGives)
 - Digital engagement
 - Consider when your audience most interacts with your email messaging. Some time-of-day ideas that we've seen often work (may vary depending on when you do business):
 - First thing on Mondays
 - Mid-week, in the early afternoon
 - Make your subject and supporting preview text lines short and snappy: These are your first shoe-in for audience engagement with your email sends
- Drip campaigns
 - Build and activate your sends ahead of time so you're able to focus on other efforts at your org – Sit back and evaluate the data as the emails hit your audiences
- Personalization
 - Consider adding a personalized salutation with a merge field at the beginning of your message! Bonus points for adding personalization related to a person's past giving with your org or including a merge field that identifies something they've told you they love about your org in the past
 - Ex: "Your love for <favorite _____ genre> with <ORG> inspires us to..."
 - Consider signing your email off with a name and picture from someone on-staff. Consider also writing in that particular person's voice (or having them review your fundraising email to spice it up a bit with their own voice)
- Clickthroughs and call-to-action
 - Narrow down your email to ONE call-to-action, and link images/buttons/some select text to that action (your COGives profile page)
 - Having another call-to-action might fit in at the bottom of the email or in a "P.S." below your signature line

Any time of year messaging idea:

ColoradoGives.org is your one-stop shop for supporting Colorado's nonprofits, including <ORG NAME> – All year round! Just visit Coloradogives.org, look us up, and add us as a favorite nonprofit of yours. Leave a comment to let us know what you love about <ORG NAME>, or if you're making the gift in honor of someone special. Learn more about how you can support <mission message for your org> all year round on Colorado's site for supporting the nonprofits that keep our communities thriving: Click below.

<Link a button to: <https://coloradogives.zendesk.com/hc/en-us/categories/360004457251-ColoradoGives-org>>

Save the Date for COGives:

Save the Date! [Org Name] is excited to announce Colorado Gives Day is set for Tuesday, Dec. 6, 2022.

[Insert organization image that shows what you do]

For 24 hours, Colorado comes together to raise fund raise funds for local nonprofits, and we're excited to be part of the day! On Colorado Gives Day, we'll be celebrating our accomplishments and making good happen for [share your cause here]. We invite you to join us by helping us share the news about Colorado Gives Day and invite your family, friends and your personal network to participate. Every gift is tax-deductible and helps us reach our goal of [your org goal]. Our fight to [brief mission statement] is more vital now than ever before. This day of giving is one of the many ways you can make a real difference. Please visit [your webpage] for more information about what we do.

We look forward to having you join us for this special campaign. Together, we can make the world a better place for [beneficiaries].

With gratitude,

<Signer>

Early Giving Begins – Nov 1:

The countdown to Colorado Gives Day begins today! Your support of [Org Name] starting today counts toward our Dec 6 goal, and the \$1.6 million Colorado Gives Day Incentive Fund! All participating Colorado Gives Day nonprofits earn a percentage of the fund, so the more we raise, the more we get!

As we get ready for the biggest giving day of the year, we reflect on the difficult times we've weathered together over the past two years. Despite these challenges, we are strong and remain committed to [brief mission statement]. We're asking you to join us for Colorado Gives Day to make a difference in the lives of [beneficiaries]. Help us meet our goal early! Every year, Colorado comes together as a community, sharing stories and raising funds. Please consider making a tax-deductible gift to [Org Name] to help. Your support and generosity of any kind is appreciated now more than ever. The [beneficiaries] are counting on us.

With gratitude,

Giving Tuesday (November 29, 2022):

In Colorado, Giving Tuesday marks a time for us to gear up for Colorado's special day of giving: Colorado Gives Day. Your support today helps make December 6 THAT MUCH BETTER. Join thousands of other Coloradans as we come together to strengthen our community's nonprofits.

<org name> is able to <mission statement> with YOUR support. Help us meet our Colorado Gives Day goal! Now through Colorado Gives Day (December 6), your tax-deductible support of *any* amount also qualifies <org name> for the special Colorado Gives Day Incentive Fund. **Learn more about the incentive fund here** (link to: <https://www.coloradogives.org/incentive>)

<DONATE> (link to org COGives Page)

Day-of COGives:

Today's the day! Colorado's largest day of giving has kicked off, and Coloradans are coming together to celebrate the nonprofits that make our communities strong. Did you know that [short impact statement about org beneficiaries]? Every dollar helps and just [dollar amount] per day can help provide [benefits]. We need your help to keep the effort moving!

We can only do it with your help. Please consider making a tax-deductible donation so we can continue helping those who need it most. Join other Coloradans by Giving Where You Live:

- Making a one-time donation to our [\[Org Name\]](#) campaign (link – ColoradoGives.org donation page)
- Become a sustaining member by giving monthly (link)
- Spread the word about [\[Org Name\]](#) and our mission (link to share campaign)

Your support by the end of the day can make a tremendous difference in the lives of [\[beneficiaries\]](#) and help uplift our community.

With gratitude,

Thank you (after COGives)

Colorado Gives Day was an extraordinary success because of you! [\[ORG NAME\]](#) raised [\[dollar amount\]](#) to help [\[brief mission statement\]](#). THANK YOU!

Now, we can continue fighting for [\[your beneficiaries\]](#) and helping them thrive! We are so grateful for your support and can't wait to share updates about the continued impact of your gift. And if you weren't able to join us, it's not too late to give or get involved. Visit [\(link/website\)](#) for information on donating, volunteering, sharing our mission and more.

With gratitude,

<signer>

P.S. It's not too late to make an impact! Your special tax-deductible gifts keeps <your org> strong.
Support now (link to COGives profile page)