

# Giving Day Toolkit: Email Sample Text

## Tips

- Write your emails in a way that feels natural to the group you are communicating Giving Day with.
- Make it personal! Make the case for why someone should support your cause:
  - Why is this cause important to you?
  - How does Sonoma State and this program impact our students?
  - Why is it important to you that your cause receive these funds?
  - What will the funds raised support?
- Provide clear ways for your audience to participate and let them know they can amplify your message on their social media.

## Schedule

We recommend sending messages according to the following schedule:

- 1-2 emails before April 3
- An email on the morning of April 4 announcing Giving Day has begun
- Two or more emails during the day on April 4
- A thank you email on April 5 - 8

## Email Sample Text

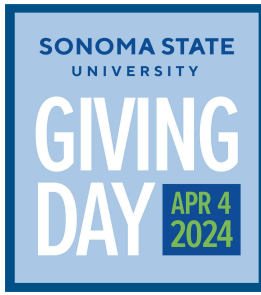
Please update the highlighted text below and remove the highlighted color before sending.

### Save the Date Email (Before April 3)

**Subject: Join Us in Making an Impact on Sonoma State Giving Day!**

Dear [insert recipient's preferred name],

Mark your calendars! Sonoma State's Giving Day is back on Thursday, April 4, 2024. For 24 hours, our entire community will come together to support the university we all love and care about.



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The [Name of Your Department/Organization] is thrilled to be part of Giving Day! We will be raising money to support [Explain what you're raising money for. Why is it meaningful to you and what impact will it have?]

Donations of all sizes have a huge impact on Sonoma State students. We hope we can count on you to show your support by making a donation!

To learn more about Giving Day, visit [givingday.sonoma.edu](http://givingday.sonoma.edu).

### Kickoff Email (April 4)

**Subject: Sonoma State Giving Day is here!**

Today's the day! Sonoma State University's annual Giving Day has begun, today, April 4, 2024! We have one day to show the impact the Sonoma State community can have when we all come together.

Please consider a donation and give back to support [Name of Your Department/Organization].

Gifts of every size are appreciated and help us reach our goals. Will you take a minute to make a difference? To make a donation, please visit [givingday.sonoma.edu](http://givingday.sonoma.edu) and search for [Name of Your Department/Organization] under Explore Our Funds.

Thank you for your generosity and support!

PS: Spread the word on social media! Share why you gave and supported SSU using the hashtag #AllForSonomaState.

### First Reminder Email (April 4- afternoon)

**Subject: Help Us Reach Our Giving Day Goal in the Final Hours!**

Dear [insert recipient's preferred name],

We're excited to let you know that so far we've raised \$\_\_\_\_\_ for [Name of Your Department/Organization] during Sonoma State's Giving Day! There



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are [insert number of hours] hours left in Sonoma State's inaugural Giving Day. Can we count on you to help support us?

Every gift counts and makes a difference in the lives of our students. You can make your donation at [givingday.sonoma.edu](https://givingday.sonoma.edu) and search for [Name of Your Department/Organization] under Explore Our Funds.

Thank you!

### Second Reminder Email (April 4- late afternoon/early evening)

Dear [insert recipient's preferred name],

There are only [insert number of hours] hours left during Sonoma State's Giving Day to raise as much as we can for [Name of Your Department/Organization]. Would you consider making a donation to help us finish strong? With your help, [insert what the funds raised will help support and add as many details as possible].

You can easily make a gift online at: [givingday.sonoma.edu](https://givingday.sonoma.edu) and search for our fund [Name of Your Department/Organization] under Explore Our Funds.

Thank you for your support!

If you have any additional questions, please let me know.

Thank you,

### Thank You Email (April 5-8)

Dear [insert recipient's preferred name],

Thank you so much for your generous donation to [Name of Your Department/Organization] on Giving Day. It's because of donations like yours, we are able to [insert reason for wanting to raise money].

We hope we can count on your support on next year's Giving Day in 2025!



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Thank you again for your generosity and support!

Best Regards,