



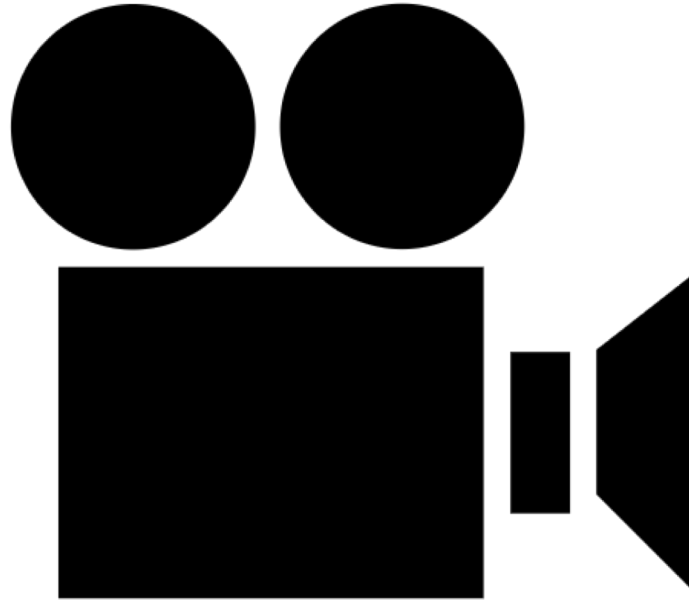
# 8 Year-End Fundraising Emails

You Need to Send this Year.....



**Starting at 1pm Central**

# A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

# A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

# A Few Quick things...



We have time for Q&A.

# A Few Quick things...

Use the Chat window  
to ask a question or  
drop in a comment.

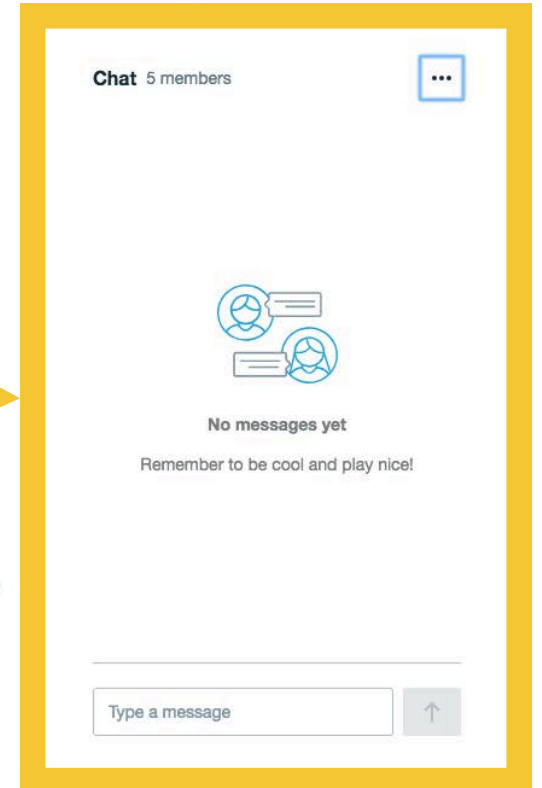
## Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



# Today's Speaker



Nathan Hill

Marketing Director

[nathan@nextafter.com](mailto:nathan@nextafter.com)





# 8 Year-End Fundraising Emails

You Need to Send this Year.....







**31**  
**DECEMBER**





Key Principles

$$V_{t+1} - C_{t+1} = N_t$$

$E[V_t] = N_t$



TO DO

UNCG  
Faculty  
Profiles  
Update  
(Dominic)

MTS  
Prof.  
Prof. (Domink)

MDL  
HOME

SPOKANE  
PROGRAM  
PAGES

ON DECK

Pandora  
Spokane  
3/21

Pandora  
MTS  
3/21

# DOING

MOVE W/ST  
Chicago Video  
Comm Flow  
Wiztix

AVIATION  
LANDING  
PAGE  
2-8-16

Counseling  
Center  
19

## REVIEW

Educational  
Ministries  
- Dept Page  
- 4 Major Pages

## Redirect Landing Page Updates

## Redirect Emails

DONE

CTA  
MODAL  
ISSUE

CTA  
ICON  
ENH.

SPO/  
AVIATION  
PAGES

FYOP  
PAGES

CTA  
COPY/  
CODES

## HOME PAGE REDESIGN

NDL  
Relevant

MTS  
HOME  
1/20/2024

Website  
Division  
Restruct.

ASB Test  
ON (Phone)  
General la  
MIL. Sec  
UNDER Chi

February  
FAQ  
UNDG  
PAGE

Today in the  
Wood  
Landing Page

MAIU  
-TE  
Landing

Chica  
Spina  
NALLA  
Londra

NSO

- Build other year channels
- 150 welcome series
- Agendas after (group)
- New site for 2020
- Golden Ticket Campaign
- Innovation Showcase tickets

NA

- ✓ Year-End Page
- Year-End update
- ✓ Webinar Email
- ✓ Webinar Ads
- ✓ Blog
- Movies
- ✓ Webinar Email
- Look at Webinar Form for NDI updates
- ✓ About Page
- Revised Studio
- Re-activation
- ✓ Book updates

1/1 on Bond page

- parking considerations to Accredited  
 4 - ~~PAID~~ course Ina Case  
 lts  
 incorrect - Plan outlined  
 Requested  
 her ✓ Mr. Volsky Ball  
 re-up email - Oct. 9

- Thanksgiving
- 1 GT email
- Technical
- Dec. Holiday
- Dep. left

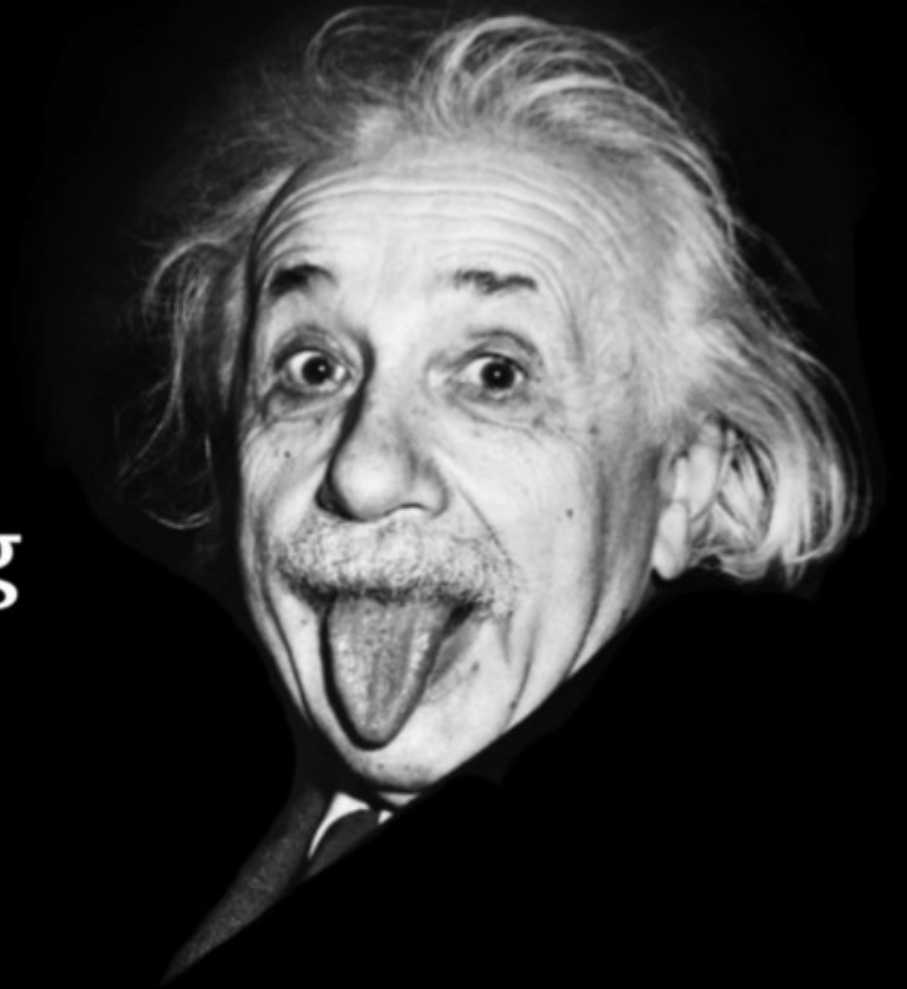
- ✓ VE Harekale email w/ heavy letter
- ✓ VE Book update\*
- ✓ Toronto prep - (Lithuanian)
- ✓ Polish prep
- ✓ Fwd. hell email (to Joe in (1st))
- Other Harekale?
- Available stuff\* - NBE members
- ✓ Post bagging pages





"Insanity is doing the  
same thing over and  
over again and expecting  
different results"

*Albert Einstein*





# Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

# 17 Emails You Can Send This Year-End

## Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

## Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



## Thanksgiving Email

- **Acknowledge** their name, time, and contribution
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## Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

## Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask them** to donate now

## Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank them** again for their generosity
- **DO NOT** ask for money, except in a P.S. if you have a special deadline approaching

## Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

## Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

## December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



## December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

## December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

## Free Offer Email

- **Acknowledge** their name, your relationship
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- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

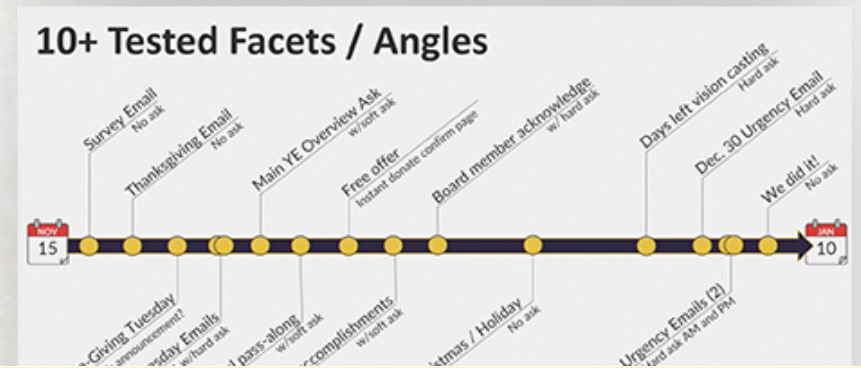
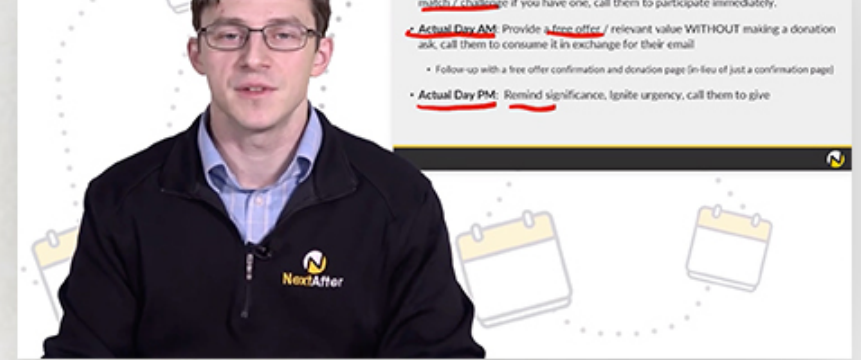
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- **Acknowledge** their name, relationship with you.
- **Thank them** for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount



# Year-End Fundraising Certification Course

[Courses.nextafter.com](https://Courses.nextafter.com)





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# Year-End Fundraising Email Timeline

For fundraisers ready to start growing...

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# 8 Emails You *Should* Be Sending This Year- End



But first...



# A Few Fast Facts About Year-End 2018

*and what they mean for you this year.*





#1

The average nonprofit brought in

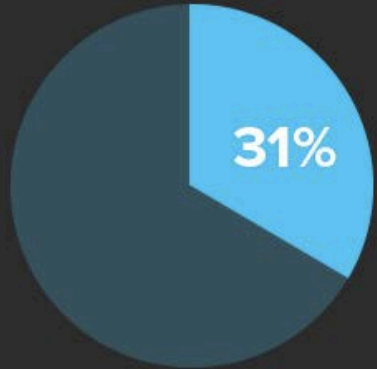
**35% of online revenue**  
*during the year-end season.*



Data according to an analysis of 25 nonprofits with active online fundraising programs.



## YEAR-END GIVING STAT #1



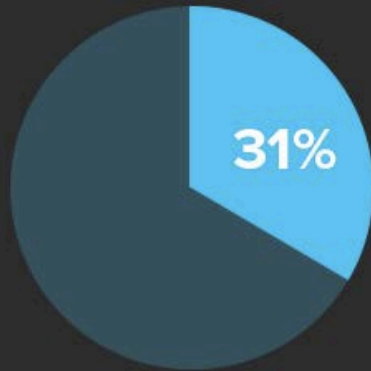
Nearly **one third** of  
annual giving occurs  
in December.

revenue

*during the year-end season.*



## YEAR-END GIVING STAT #1



Nearly **one third** of annual giving occurs in December.



*during the year-end season*

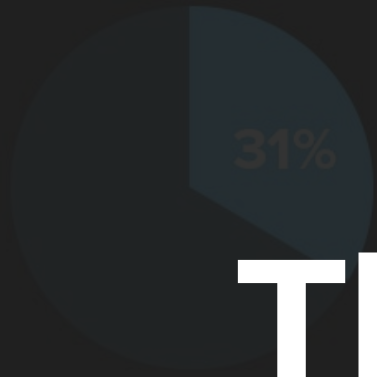
THE END OF THE YEAR IS ONE OF THE MOST CRUCIAL TIMES FOR ALMOST EVERY NONPROFIT ORGANIZATION.



OF NONPROFITS RECEIVE  
**A MAJORITY OF THEIR  
ANNUAL DONATIONS**  
FROM OCTOBER THROUGH DECEMBER.

How is your organization maximizing the end of the year to exceed your fundraising goals?

YEAR-END GIVING STAT #1



Nearly one third of  
annual giving occurs  
in December.

# There are a lot of donations at stake.



during the year-end giving season. THE END OF THE YEAR IS ONE OF THE MOST CRUCIAL TIMES FOR ALMOST EVERY NONPROFIT ORGANIZATION.



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A MAJORITY OF THEIR  
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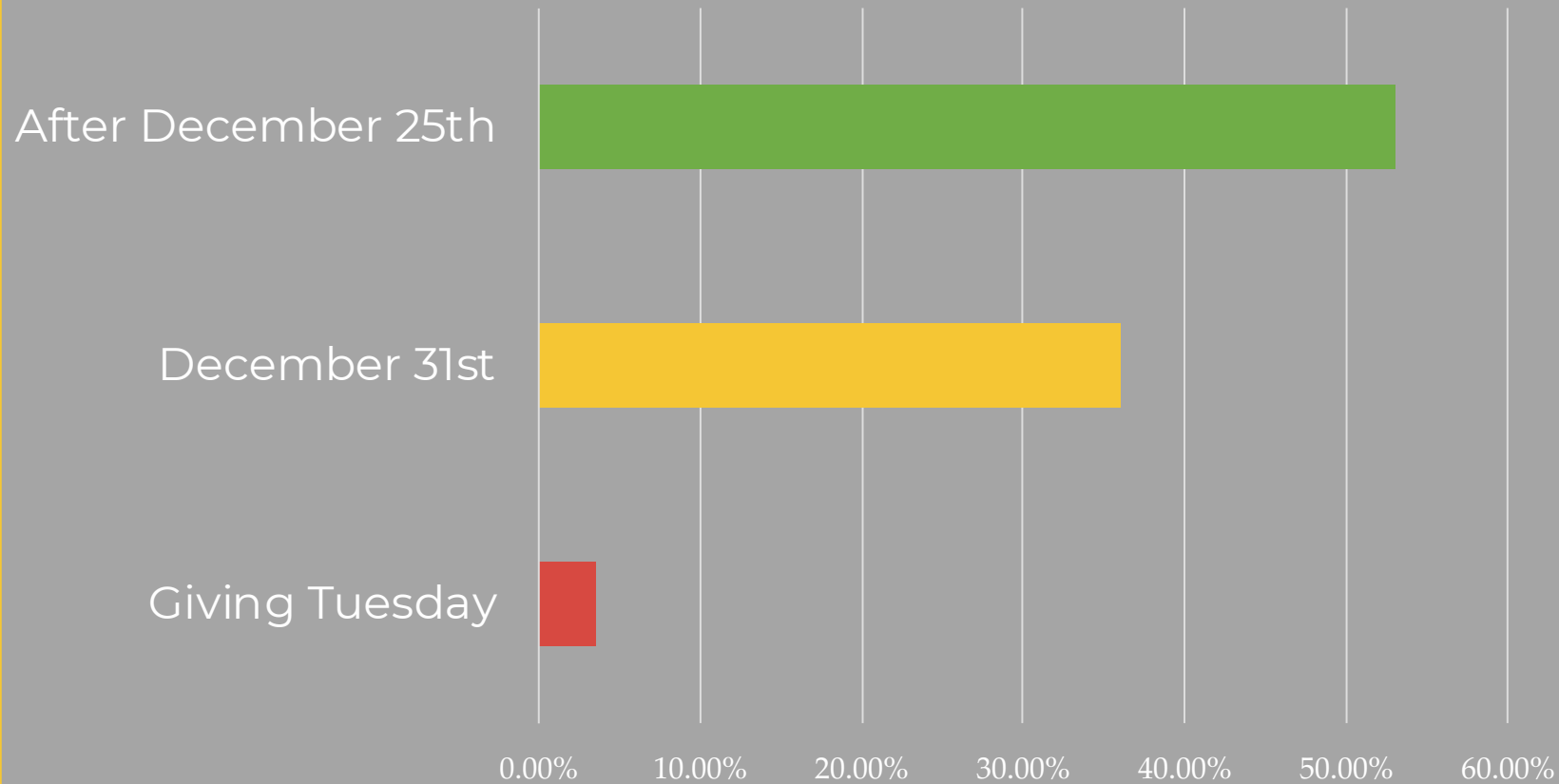
How is your organization  
maximizing the end of  
the year to exceed your  
fundraising goals?

December 31<sup>st</sup> is more important  
than Giving Tuesday.

*Sorry. Not Sorry.*



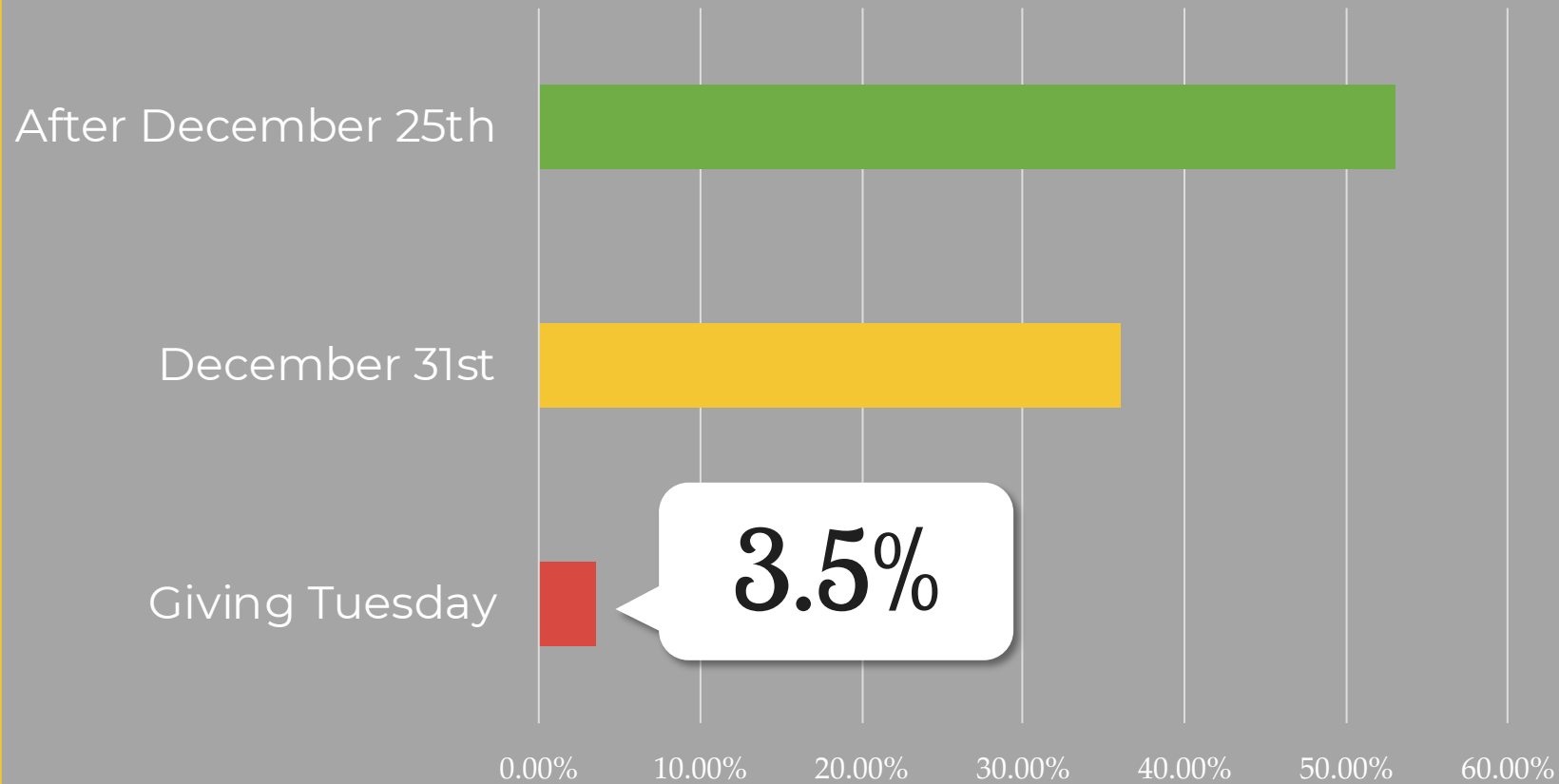
## Percentage of Online Year-End Revenue



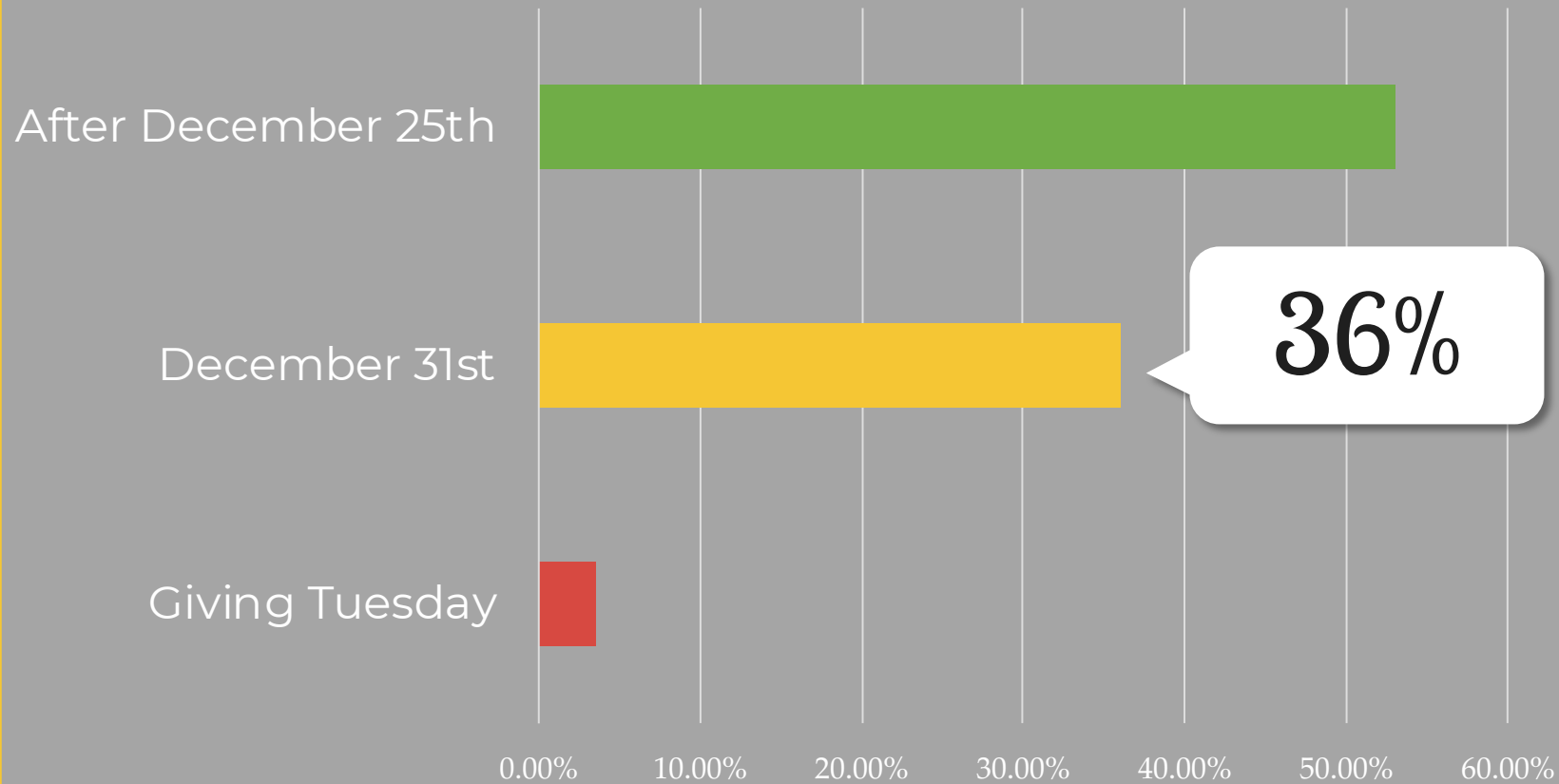
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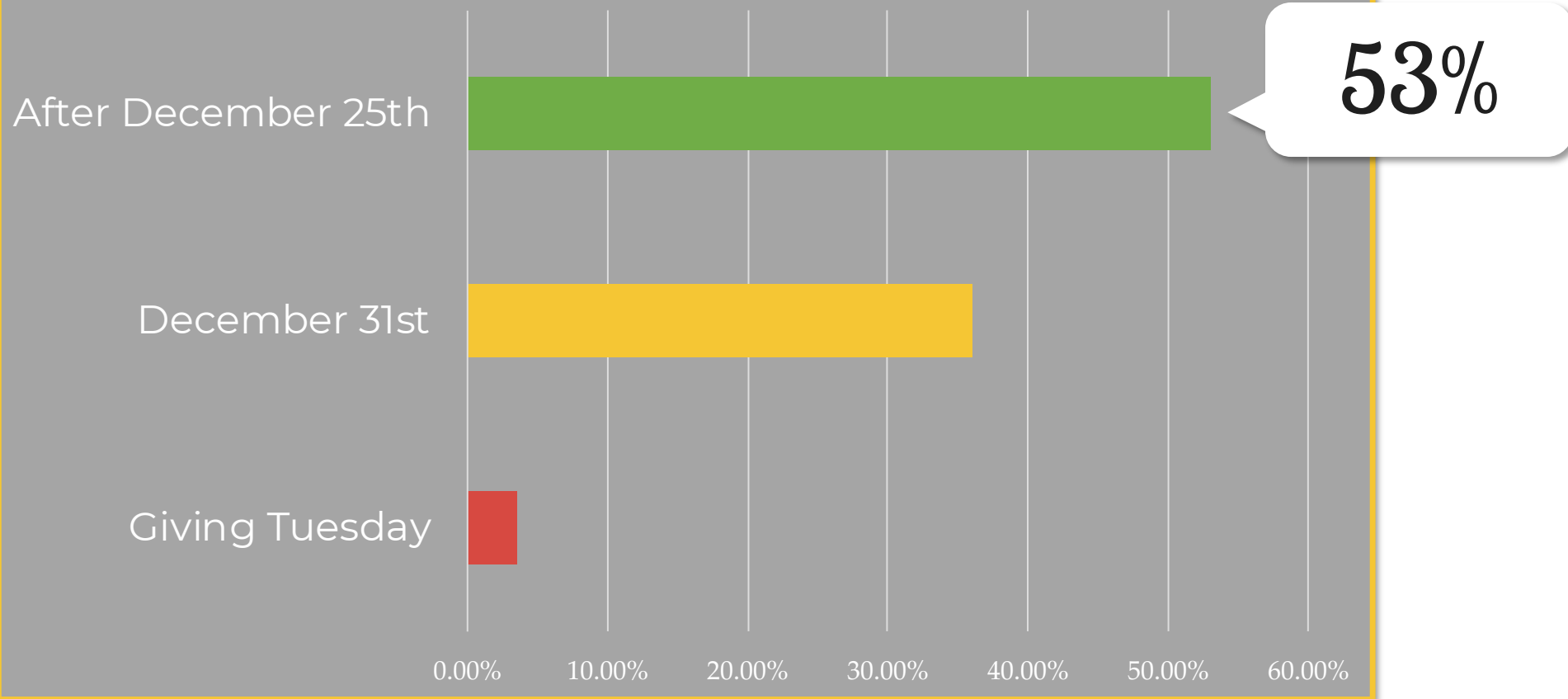


## Percentage of Online Year-End Revenue





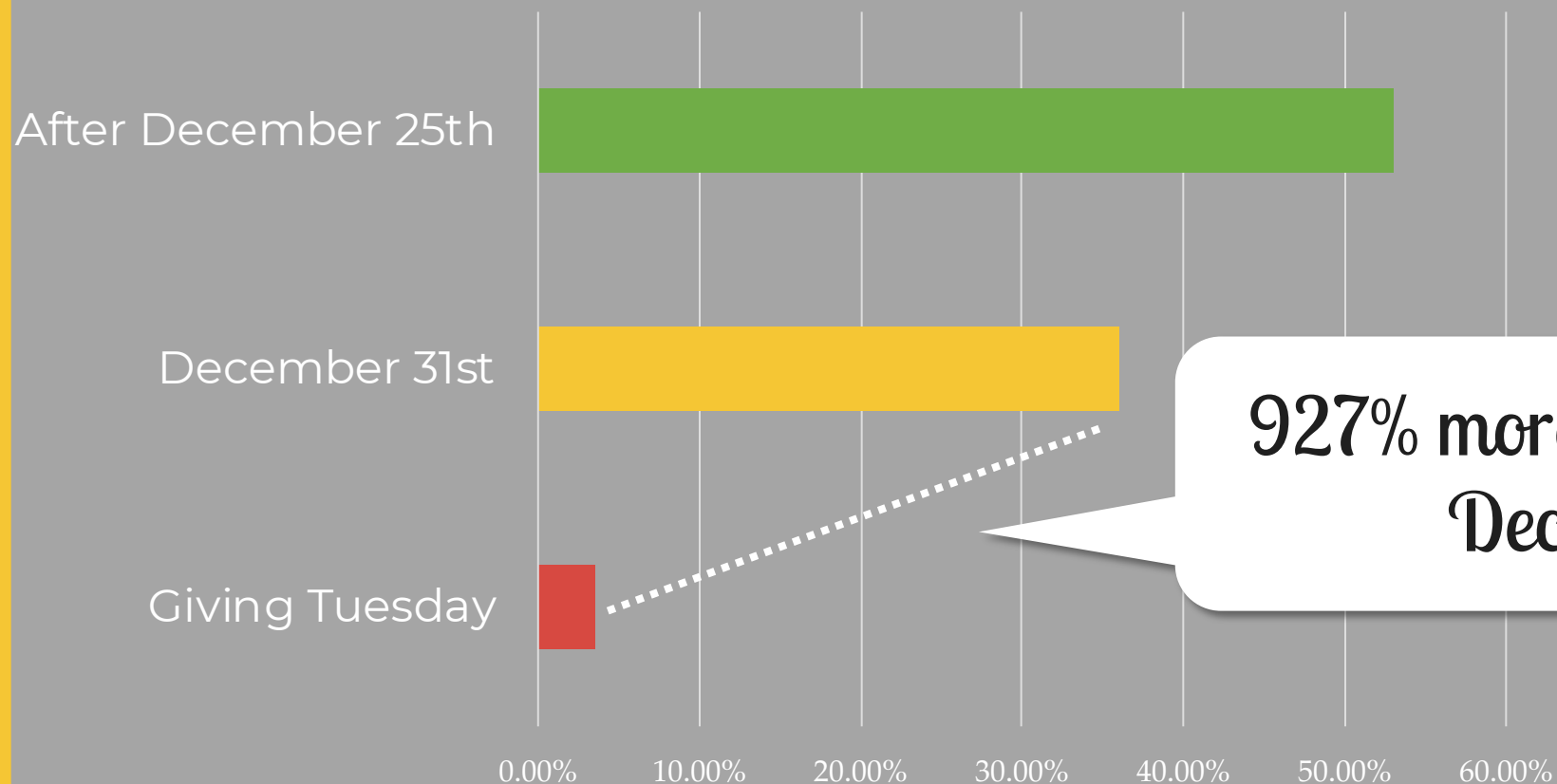
## Percentage of Online Year-End Revenue



Data according to an analysis of 25 nonprofits with active online fundraising programs.



## Percentage of Online Year-End Revenue



927% more revenue on  
Dec. 31st

## Percentage of Online Year-End Revenue

After December 25th

December 31st

Giving Tuesday

**Spend more time  
on Dec. 31st.**

92% of the revenue on  
Dec. 31st

0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00%

64% of year-end emails came  
from a non-human sender.

*People give to people. Not email machines.*



A

B

● **Kent Lassman** 11/28/17  
What today means  
Hello Kevin, You may already know but  
today is Giving Tuesday, the first Tuesday

● **Competitive Enterprise Insti...** 11/28/17  
What today means  
Today is Giving Tuesday, the first Tuesday  
after Thanksgiving, when people around the

**28%**

In Email Opens



# Send emails from a real person.

A

B

● Kent L. Lismann

What today means  
Hello Kevin, You may already know but  
today is Giving Tuesday, the first Tuesday

● Competitive Enterprise Insti... 11/28/17

What today means  
Today is Giving Tuesday, the first Tuesday  
after Thanksgiving, when people around the



28%

In Email Opens





***In Part 1 of this book, you'll discover:***

***5 key insights*** to help you cut through all of the year-end fundraising clutter.



***In Part 2, you'll find:***

***10 proven strategies*** based on real-life fundraising experiments to help you improve results.





I'll send this to you  
after the webinar.



And now...



What emails can you send to  
**cut through the clutter**  
and *raise more money?*





Thanksgiving Day



Thanksgiving Day



#GI~~VE~~ING  
TUESDAY™

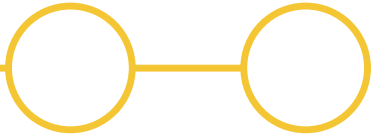
Giving Tuesday





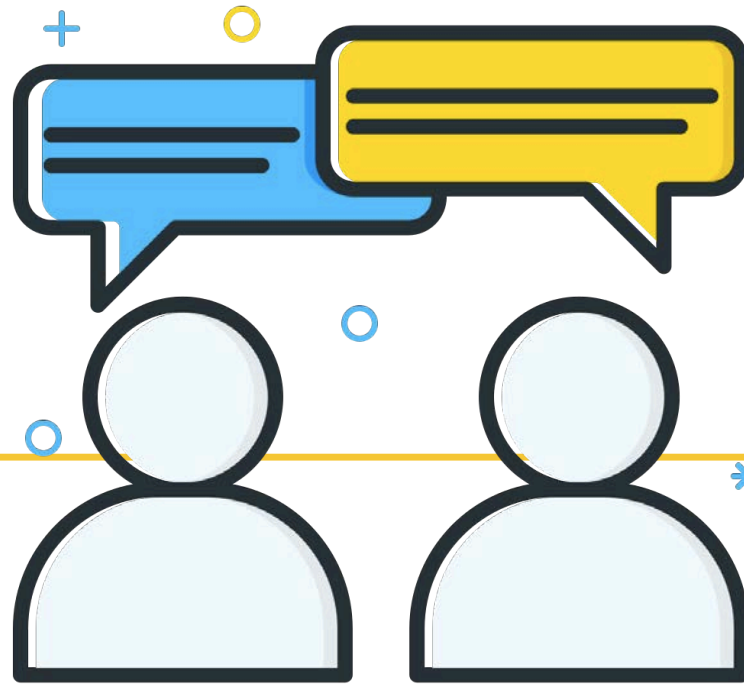


Thanksgiving Day



Giving Tuesday

#GI<sup>VE</sup>ING  
TUESDAY™



Testimonial Pass-Along





Thanksgiving Day



**HAPPY HOLIDAYS!**

Giving Tuesday

#GIVING  
TUESDAY™

December Holiday





Thanksgiving Day



Testimonial Post (Alona



Giving Tuesday

#GIVING  
TUESDAY™

December Holiday

HAPPY HOLIDAYS!

Only Days Left





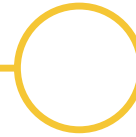
Thanksgiving Day



Testimonial Pass-Along



Only Days Left



Giving Tuesday

#GIVING  
TUESDAY™

December Holiday

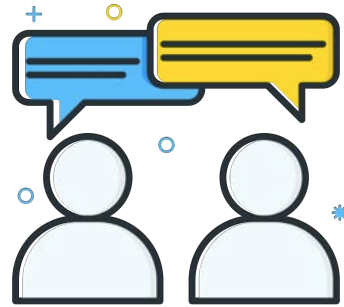


Dec. 30th





Thanksgiving Day



Testimonial Pass-Along



Only Days Left



Dec. 31st



Giving Tuesday

#GIVING  
TUESDAY™

December Holiday



Dec. 30th





Thanksgiving Day



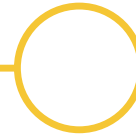
Testimonial Pass-Along



Only Days Left



Dec. 31st



Giving Tuesday

#GIVING  
TUESDAY™

December Holiday



Dec. 30th





# Thanksgiving Day



Thank you!



American Red Cross  
Clara Barton Society



Dear Ludie,

Happy holidays! With Thanksgiving just around the corner, I wanted to take a moment to **thank you** for being one of our most trusted and generous friends and we feel deeply honored to have **you** as a partner of the American Red Cross.

Please accept our profound gratitude for your vital role in helping neighbors whose lives were impacted by disasters and other life changing emergencies. Your compassion was key to providing these families comfort, help and hope when they need it most.

I wish **you** the best this Thanksgiving and throughout the holiday season. From all of us at the Red Cross, we hope **you** are enjoying warm meals, a safe place to sleep, and good health—just some of the things **you** made possible for those in need this year.

Warm wishes this holiday season,

A handwritten signature in black ink that reads "L. Rhinehart".

Lauri Rhinehart  
VP, Humanitarian Services  
American Red Cross

# The Thanksgiving Email

An email or piece of communication whose sole purpose is to **give thanks to the donor** for their contribution to the organization.



# The Thanksgiving Email How-To

- ❑ **Acknowledge** their name, their time, their contribution
- ❑ **Call** them to consume something free that you've made especially for them
- ❑ **DO NOT** ask for money, even in the p.s.





### EVERY DAY IS A GOOD DAY

We love our jobs and the work we do, and it's all because of you. Thank you for making our work possible.  
I hope you take a minute to watch on this special day.



Dear Chad,

While Thanksgiving is a uniquely American tradition, there are people around the world who are also giving thanks today. Without help from Americares, some of them would not have survived a hurricane, a mudslide, flooding...even childbirth or a simple surgery. But they did. And it's because of you. When they express their gratitude, hearts overflow and tears fall.

You are their hero ... and ours, too.

Today, we're thankful for you, our amazing supporters. We are passionate and honored to do this work, and so grateful you support us.

[Here's a look at what your support lets us do every day.](#)

From the runways to the hallways, none of it would be possible without you. You truly are a hero.

On behalf of the Americares team around the world, thank you!

Michael J. Nyenhuis  
President and CEO

P.S. [Watch our Thanksgiving video and happy Thanksgiving!](#)

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Michael J. Nyenhuis  
President and CEO

P.S. [Watch our Thanksgiving video and happy Thanksgiving!](#)

# Thanksgiving Examples







Big Sister Shannon  
& Little Sister Mykayla

## Happy Thanksgiving

Dear Minh,

This Thanksgiving, I am grateful for supporters like you who care about our mission and understand the difference a strong mentoring relationship can make in a child's life.

All year long, I hear stories from our "Littles" and how thankful they are to have a caring "Big" adult role model to provide guidance, friendship and encouragement.

**"My mom has been sick in some shape or form for the majority of my life,"** Mykayla says. Mykayla needed someone who would listen to her and let her be a kid. She was matched with Shannon, who has been a role model. **"She's been with me for every milestone in my life. From listening to me ramble about my first serious crush to consoling me when teenage drama became too much, she's always been there."**

Your kindness allows our affiliates across the country to match Bigs like Shannon with Littles like Mykayla. It's your generosity that has helped Big Brothers Big Sisters serve over 2 million Littles in the past decade.

As you gather with your family and loved ones to give thanks, know that all of us at Big Brothers Big Sisters of America are so thankful for the kindness you have shown by supporting our mission.

Thank you for making a Big difference this holiday season,



*Pam Iorio*

Pam Iorio  
President and CEO  
Big Brothers Big Sisters of America

♥ DONATE

#LittleKindness



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*Pam Iorio*

Pam Iorio  
President and CEO

# Thanksgiving Examples



# The Thanksgiving Email

- **How this helps me raise funds:** Influences near-future emails through Priming
- **Why it Works:**
  - Disarming – They aren't being asked for money
  - Feel important – They're being acknowledged and given credit
  - Engage – Certain unique / extra content experiences cement the feeling in





# Giving Tuesday

#GIVING  
TUESDAY™



Edward —

After Black Friday and Cyber Monday — today is a day that counts.

Today, on #GivingTuesday, we come together to focus on helping people in need. People who are far from their homes. Whose bellies are empty. Who face the season's cold weather with fear and dread.

Give Now

On this day of giving back, we have great news — a generous donor has stepped up to offer **another \$120,000 matching gift**. That means your gift will be matched up to \$220,000 to help our teams deliver *more* food, *more* clean water and *more* lifesaving assistance to children and families in places like South Sudan, Syria and Puerto Rico. It will allow us to work more closely with local communities to help them rebuild their futures. [It will change lives.](#)

[Edward, this matching offer will expire at midnight ... so renew your support and make your #GivingTuesday gift now!](#)

Thank you — so much — for stepping up. I'm so proud of what we can accomplish when we're working together.

My best,

Dan O'Neill  
Founder, Mercy Corps

----- Forwarded message -----

From: **Early Bird - Mercy Corps** <Early\_Bird@MercyCorps.org>

Date: Sun, Nov 26, 2017 at 8:09 AM

Subject: Edward, we've set aside matching gift funds just for you

Double the difference you can make for people in need around the world. Your gift to Mercy Corps will be matched by The TripAdvisor Charitable Foundation, up to a total of \$100,000.

Match My #GivingTuesday  
Gift Now ▶

# The #GivingTuesday Campaign

As part of the overall year-end generosity push, this is a trend started in recent years to help some alleviate guilt from Black Friday and Cyber Monday shopping.

Despite it's performance compared to Dec 31, **you should still be participating**, as we don't want to leave any generosity unattended.



# #GivingTuesday emails

- **Pre-Giving Tuesday:** Remind significance, Ignite urgency, call them to give
- **Actual Day:** Remind significance, Ignite urgency, call them to give
- **Post-Giving Tuesday:** Remind significance, Ignite urgency, call them to give

- **Actual Day:** Remind significance, Ignite urgency, call them to give



# The #GivingTuesday Emails How-To

- ❑ Acknowledge their name, the reason for your email (reminder)
- ❑ Remind them of what's at stake, as well as the physical deadline
- ❑ Make a direct donation ask

Dear Larry,

We've got amazing news: you can make your #GivingTuesday gift go even further starting right now.

To help us meet our ambitious \$250,000 goal, **our board will now TRIPLE match all gifts made until midnight tonight.**

[Do your part to help save the lives of vulnerable people around the world – and have \*three times the impact\*. Make a #GivingTuesday donation now and have your gift triple matched >>](#)

**DONATE**

[View this message on the Web >](#)



Dear Larry,

Every holiday season has one precious day that has nothing to do with shopping the sales and has everything to do with generosity of spirit. That day is today: #GivingTuesday.

To celebrate #GivingTuesday, **the CARE board of directors has committed to match triple match every gift until midnight tonight.** For today only, your gift will have *twice three*





## NOT THIS

I admit it: I ate a little too much last Thursday. Did you?  
(The leftovers didn't help the situation!)

Sometimes after eating a lot of rich fare, it feels good to "reset" with a little exercise and some plain, normal, healthy food.

You know, the commercialism of the Christmas season arrived in full force this weekend. I don't begrudge anyone who indulged in the deals of **Black Friday** or **Cyber Monday**. But what I appreciate about today, **Giving Tuesday**, is the opportunity to "reset" our priorities a little—to get back to what's important.

**I love this day!** Because as Christians, we know that what we have is not ours—it's God's. And he asks us to steward it wisely. And today, hundreds of thousands of people will do just that, giving to causes they care about.

But I know you care about the ultimate cause—the cause of Christ. It's the greatest gift of all—and one that can be received any day, any time, any place.

Today, I'd like to ask you to [consider a gift to Harvest Ministries in celebration of Giving Tuesday](#). Your gift is so much more than a simple charitable donation—it has the potential to give the gift of eternity to someone who is searching right now.

[Will you make a special gift to Harvest Ministries before midnight tonight?](#)

[Make my gift now »](#)

Thanks for your generosity.  
—Greg



## BUT THIS

Happy Tuesday, December 1st. It might seem like just a normal day, but there's something happening that you might not know about.

A few years ago, the "holiday" of Giving Tuesday was created as a response to the hyper—commercialism of Black Friday and Cyber Monday. It's intended as a day to celebrate generosity.

**I love this day!** Because as Christians, we know that what we have is not ours—it's God's. And he asks us to steward it wisely. And today, hundreds of thousands of people will do just that, giving to causes they care about.

But I know you care about the ultimate cause—the cause of Christ. It's the greatest gift of all—and one that can be received any day, any time, any place.

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[Make my gift now »](#)

Thanks for your generosity.  
—Greg



# 60.7%

## IN TOTAL DONATIONS

# On #GivingTuesday Alt



# #GivingTuesday Emails

- **How this helps me raise funds:** Helps you stay present when everyone else is present
- **Why this may work:**
  - Guilt Release – Be it from shopping to pressure from others to participate
  - Participation- Being able to take part in the movement of generosity with their preferred non-profit organization
  - Value Proposition- It's another opportunity for an emotional connection
  - Incentive- Many organizations have matches. This type of event lends itself well to these.





# Testimonial Pass-Along



*I was in awe of God's work in this young girl's life!*

[View this email in your browser](#)



Dear Irving,

Lucy is a volunteer on Mallacoota SUFM. Last summer she experienced the transformation that can happen when a child encounters Jesus in a real and life-changing way.

*Olivia\* had been coming along to SUFM since she was 5 years old. Now aged 11, she had all the answers and quite a sassy attitude. But God was at work in Olivia's life! On our final day, she wanted to know more about Jesus, asked for a Bible and wanted to know how to read it. Olivia said she really wanted to become a Christian, and we talked and prayed together.*



Lucy (right) preparing to disciple Olivia again this summer

Lucy was in awe of what God was doing in the life of a little girl who didn't look like she was paying attention, but was actually soaking it all in. Lucy's story reminds us that through SU summer missions and camps, children, young people and families encounter Jesus in life-changing ways!

Through your prayers and generosity, you're partnering with us as we empower our volunteers in Jesus' work. **As we prepare for missions and camps, we're asking for your help to raise the remaining \$25,000 required to ensure our volunteers are thoroughly equipped and resourced this summer.** To give generously today, please [follow this link](#) or use the direct deposit details below.

Please join us in praying that hundreds of young people, just like Olivia, will encounter Jesus in real and life-changing ways this summer.

*God bless you!*

*Justin*

Justin Simpson  
State Director

*\*Name changed*

PS. Your gift before 21 December will make such a difference.

Thanks if you've already given

**To give by Direct Deposit:**

Account: Scripture Union Victoria BSB 083-004  
Acc No: 047854724 Reference: <First Initial.Surname>-SU Appeal

# The Testimonial Pass-along Email

A pass-along style email that showcases a testimonial from someone that has been impacted by your organization.



# The Testimonial Pass-Along How-To

- ❑ **Acknowledge** their name, your relationship, and that ultimately that you want to make sure they get to see first-hand the impact they are making.
- ❑ **Share** the actual testimonial, through a compelling narrative or a direct italicized quote.
- ❑ **Give credit to them** and acknowledge that the testimonial belongs to them, all because of their generosity.
- ❑ **Ask them to donate now** so that they can help others like the person featured in the testimonial
- ❑ **Remind them of special incentives** (like a match) and end-date so they'll act now.





## Mark's Story



Dear Brendan,

Mark's story is a great example of why what you do for prisoners' children through Angel Tree is so eternally significant. He was just seven years old when his dad was locked up.

It was almost impossible to visit, because the prison was a three-hour drive away and Mark's family was too poor to afford the trip. Five lonely Christmases passed. Mark was sure that his dad had forgotten him.

That's not what he thinks anymore. You see, last year, with Christmas getting closer, Mark's dad signed him up for Angel Tree. Mark's eyes lit up as he opened his gift. It was a brand-new, beautiful basketball.

### You showed Mark that he was not forgotten

For a boy who loves sports, it was perfect. But to the surprise of Mark's mom, he didn't remove the basketball from its box. He never played with it, even though basketball is his favorite sport. Instead, Mark placed his brand-new basketball on a shelf in his room, next to some of the trophies he's received.

Months later, the basketball is still on that shelf, but the reason is no longer a mystery. "It's just a reminder of how much my dad loves me," Mark explains. "It's a reminder of how special it is to me."

Mark doesn't get to see his dad very often. But whenever he looks at the basketball on the shelf in his room, it's almost as if his dad is there to give him a giant hug. Even a glance gives him hope that one day, when his dad comes home, they'll be able to have a close relationship.

But there's another prisoner's child who still needs that hope.

### Your gift today will be doubled

By now, I'm sure you're aware that our goal this year is to give an Angel Tree Christmas to 300,000 children of prisoners. Perhaps you've already given to help. If so, I am deeply grateful.

But there are still many more prisoners' kids who need Christmas. And there are only two weeks left to have your gift DOUBLED by a special matching grant—up to \$30,000.

Please help make the most of this important opportunity. Your gift today will go **TWICE as far** to help deliver gifts and the Gospel to prisoners' kids. And that could not be more important. So many are like Mark—the only connection they have to their incarcerated parent is through Angel Tree.

We've got to do everything we can to strengthen that connection.

A gift, the Gospel, and a little encouragement from caring adults can go a long way. Like they did for Mark. Like they can for another child if you will make it possible.

**DONATE NOW**

And your gift will be DOUBLED!

Please help now. Let's not leave any child out this Christmas.

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But there's another prisoner's child who still needs that hope.

## Your gift today will be doubled

# Testimonial Email Examples







Dear Patricia,

*"Thank you for a lifetime of wonder."*

That's the last line of one of the most touching letters I've received here at the Museum—one that brings a joyful tear to my eye. It came from a man named Charles.

Charles has been a Member with us for 73 years. He was moving away from his lifelong home just across the Hudson, to be closer to his daughter. Thankfully, he saw fit to share his Museum story with us as he was preparing to leave.

Charles's story captures so much about why this Museum matters in people's lives, and why it deserves our support. [You can start your own Museum story by becoming a Member today.](#)

And if you join before December 31, you'll receive an exclusive MYSTERY discount as a special thank! [Use promo code MYSTERY at checkout to save now on your membership.](#)

You'll also receive our official guide and activity book, *Explore!*, as our thank you gift to you. [Join today!](#)

Your membership ensures that we can continue to enrich and inspire visitors like Charles for generations to come.

*"When I was five years old, my father took me to the American Museum of Natural History/Hayden Planetarium for the first time. I was completely fascinated. I hounded him for several weeks until he acquired a Junior Membership for me... He paid for it*

*my responsibility.*

*At the advent of high school, my best friend and I (he was also a Junior Member) received permission from our parents to go from New Jersey to New York City on our own to visit the Museum and planetarium complex... My friend and I went to the Museum every month, through high school, on the second Saturday of the month. We both did some work after school to supplement our allowances. I remember saving over several months to purchase the pieces of the Dinosaur Collection and the Early Mammal Collection to make shoe box dioramas for my bedroom.*

*It was a time of great happiness and learning for me. My parents wondered for a time whether I would try to become a paleontologist, or an archeologist or a geologist; I'm afraid I disappointed them; I became a [nuclear] physicist... with some electrical engineering on the side."*

The only lapse in Charles's decades of membership came when he enlisted in the Navy for a few years, and only then "due to the difficulty of getting timely mail at sea." After returning to civilian life, he became a father and started the cycle of exploration anew with his children. Fittingly, his letter concludes:

*"May the museum and planetarium delight and bring wonder to many more generations... The children are always the future; keep educating and entralling them. Thank you for a lifetime of wonder."*

Since his move to Florida in 2012, Charles has maintained his membership and keeps up on the latest news from his beloved American Museum of Natural History.

[Please help us fulfill his wish for its future by joining the Museum as a member before December 31.](#) You'll also unlock a special discount by joining today and using promo code **MYSTERY** at checkout, and you'll also get the official guide book, *Explore!*, as our thanks for your support.

We're proud of what we've been able to accomplish with Members like Charles by our side—and we're so excited for your Museum story to emerge. We look forward to having you join us.

Sincerely,

Louise Adler  
Senior Director of Membership and Annual Fund  
American Museum of Natural History

[Become a Member](#)

PS. Please purchase your membership by midnight on December 31 for a 2017 tax

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# Testimonial Email Examples





Dear Friend,  
Breastcancer.org community member Jenn3 shared:

*"I just wanted to give a big THANK YOU to BCO. This site has helped me tremendously over the last several years. It has given me the support I've needed, suggestions and information about this disease that I didn't know. Thanks to this site, I feel more educated and able to understand what my oncologist is saying when we discuss surgeries, chemo, radiation, etc.... It has given me a safe place to ramble, vent, rant and ask questions and I feel that I've made many cyber friends along the way. Thank you."*

We're rebuilding Breastcancer.org for Jenn3 and the millions like her so they can make important care and treatment decisions quickly, confidently, and with far less anxiety. We must raise **\$2.5 million** to rebuild over the next 18 months. This project, and the ongoing development of new tools and content that allow us to best deliver on our mission, requires generous support from all of our friends.

Please help us reach our phase one goal of **\$500,000** by **December 31**.

Your generous gift of \$50, \$150, \$1,000, or more will make all the difference.

[DONATE TODAY](#)

With much gratitude,

Hope Wohl, CEO

Stay Connected

[Donate](#) | [More Info](#) | [Privacy Policy](#) | [Update Your Profile](#) | [Tell a Friend](#) | [Unsubscribe](#)

Breastcancer.org | 120 East Lancaster Avenue, Suite 201 | Ardmore, PA 19003

Breastcancer.org is a nonprofit 501(c)(3) organization.

Dear Friend,

Breastcancer.org community member Jenn3 shared:

*"I just wanted to give a big THANK YOU to BCO. This site has helped me tremendously over the last several years. It has given me the support I've needed, suggestions and information about this disease that I didn't know. Thanks to this site, I feel more educated and able to understand what my oncologist is saying when we discuss surgeries, chemo, radiation, etc.... It has given me a safe place to ramble, vent, rant and ask questions and I feel that I've made many cyber friends along the way. Thank you."*

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# Testimonial Email Examples





# The Testimonial Email

- **How this helps me raise funds:** This email gives readers another perspective on the impact your organization is making, and another opportunity to make a soft ask without feeling repetitive.
- **How it works:**
  - **Why Care:** It can only begin with acknowledgment of the donor and the impact they are making. It is enhanced through the tone of the sender and their desire to keep the reader in-the-know.
  - **Why You:** The testimonial itself acts as both reason giver and credibility indicator. Because it is presented in story-form, it has an unusual power to significantly increase emotional investment.
  - **Why Now:** The heightened increase in emotional investment produces the climax that occurs just before the conversion horizon, increasing motivation to give outside of deadlines and incentives.



# December Holiday





Dear Friends,

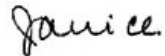
Wishing you much joy this Hanukkah.

Please join us as we celebrate the symbolism of gelt and the sweetness of giving. It's your generosity that sustains us and helps us advance Hadassah's mission.

Happy Hanukkah, from our families to yours,



Ellen Hershkin  
National President



Janice Weinman  
National Executive Director/CEO

# The December Holiday Email

Depending on which religious holiday your list most closely identifies with, this generally consists of the organization acknowledging it on the day(s) it is designated without a donation ask.

# The December Holiday Email How-To

- ❑ **Acknowledge** their name, their time, and their contribution
- ❑ **Acknowledge** your shared value in the holiday, and describe those shared values in a tangible, authentic way
- ❑ **Call** them to consume something free that you've made especially for them to celebrate it.
- ❑ **DO NOT** ask for money, even in the p.s.



***Merry Christmas from Covenant House!***



Tomorrow, nearly two thousand homeless kids will wake up to Christmas Day in a Covenant House shelter. In Orlando and Mexico City, they'll celebrate beneath palm trees; in Detroit and Anchorage, they'll be sipping hot chocolate.

Thanks to you, each kid's holiday will be merry and bright — filled with gifts and warm meals shared around the table with their Covenant House family.

**You've brought so much hope to our shelters this holiday season. I couldn't be more grateful.**

Wishing you and yours a peaceful Christmas,

Kevin

Kevin M. Ryan  
President and CEO  
Covenant House

P.S. Even as we share Christmas wishes, we're always thinking of those homeless young people who haven't yet made their way to Covenant House. Thank you for keeping those children in your heart, today and every day.

# The December Holiday Email



# The December Holiday Email

- **How this helps me raise funds:** Influences the up-and-coming December appeal emails through relational priming.
- **Why it Works:**
  - Disarming – They aren't being asked for money
  - Builds camaraderie– Lets donors know you share their values and beliefs, even if its purely cultural (and not religious).
  - Engage – In some cases, certain unique / extra content experiences cement the feeling in





# Only Days Left



102 hours > Inbox x



Michael Brune <reply@emails.sierraclub.org>  
to birgitbellafontaine ▾

Wed, Dec 27, 2017, 7:14 PM ☆ ↩ ⋮

Brendan -

I'm back in the office today.

The Sierra Club only has 102 hours left in our matching gift challenge.

You know everything that's at stake. They're gutting National Monuments so donors can drill and log. They're stacking the EPA with climate deniers who don't care what's in our air and water. They're approving pipelines, that they know will spill, to go right through low-income communities.

You can do something about it.

**We are fighting back in the courts and in Congress. For the next 102 hours, a generous donor will MATCH your year-end gift to the Sierra Club up to \$250,000! And we'll send you our eco-chic reusable bag set.**

[Have your donation matched dollar-for-dollar. Click here to donate \\$15 or more now!](#)

Thank you,

Michael Brune  
Executive Director  
Sierra Club

# The Only Days Left Email

The first email of the final week's push for generosity. It generally summarizes the most important points to the donor for starting the new year strong and brings focus to action, the deadline and the incentive for action.



# The Only Days Left Email How-To

- ❑ **Acknowledge** their name, your relationship, and the timeframe
- ❑ **Summarize** the most important challenges and values at stake for the new year that are most valuable for the donor.
- ❑ **Commit** to attacking challenges / defending values emotively
- ❑ **Ask** for an immediate donation and provide a clear place to click.
- ❑ **Remind** them of the time left (in text) and the incentive at stake.



102 hours  Inbox x



**Michael Brune** <reply@emails.sierraclub.org>  
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Thank you,



Michael Brune  
Executive Director  
Sierra Club

# The Only Days Left Email



You're running out of time  Inbox x Updates x



**Ed Feulner** <info@heritage.org>  
to BrendanTaylor ▾

Wed, Dec 27, 2017, 5:42 PM ☆ ↩ ⋮

Brendan,

**You're running out of time to stand with Heritage and [make your year-end tax deductible donation](#).** Heritage must be in the strongest position possible to advance policies based on the conservative principles you hold dear in 2018--and we have a lot of work to do in the year to come.

While conservative policies have moved forward this year, we still have many battles left to fight, like repealing Obamacare and reforming welfare. The sooner we can advance conservative solutions to these pressing problems, the sooner we can put our country on a path to greater freedom and prosperity.

**[Can I count on your support to advance conservative solutions in 2018?](#)**

**Make your tax-deductible donation to Heritage today: [secured.heritage.org/\\_2017/endofyear](#)**

Thank you for everything you do to drain the D.C. swamp and advance conservative solutions.

Onward!

Ed Feulner  
President

# The Only Days Left Email



# The Only Days Left Email

- **How this helps me raise funds:** It is the first direct, hard ask of the final week and helps bring your organization back to the top-of-mind
- **How it works:**
  - **Why Care:** By getting right to the point on issues the donor cares most about.
  - **Why You:** Usually by emotively expressing your commitment to fighting for those important issues.
  - **Why Now:** A mention of the time left, and the incentive at stake, though a countdown clock or progress mention on this email may be premature.





# December 30th





**Special Olympics**

**Your gift is TRIPLED when you donate before midnight tomorrow >>**

Evette — today, you can give TRIPLE the support, and TRIPLE the joy, to a Special Olympics athlete. That's because your gift to Special Olympics will be TRIPLED!

00 00 00 00  
DAYS HOURS MINUTES SECONDS

**TRIPLE YOUR GIFT**

Give now and your gift will help **3X** as many athletes [get access to the health care they need and deserve.](#)

Give now and your gift will help **3X** as many athletes [step off the sidelines and feel the rush of taking the field for a big game.](#)

Give now and your gift will help **3X** as many athletes [live in a unified world without discrimination.](#)

**Your donation will do all of this and more — but only if you give before midnight TOMORROW:**

[specialolympics.org/tripleyourgift](https://specialolympics.org/tripleyourgift)

Counting on you,

Joe Hergert

Manager, Strategic Gifts

# The December 30 Email

The second email of the final week's push, it is extremely direct in its ask for a donation, and more often than not, announces the organization's most attractive match / incentive of the whole year.



# The December 30 Email How-To

- ❑ **Acknowledge** their name, your relationship
- ❑ **Acknowledge** the deadline, and urgency, for them to effect the strongest possible start / impact for their values in the new year.
- ❑ **Announce any new incentives** to give by the deadline
- ❑ **Ask** for an immediate donation and provide a clear place to click.



What we typically see...



EXPLORE. ENJOY. PROTECT.

**TRIPLE MATCH just announced - but only until midnight tomorrow!**

Dear Elayne -

I know it's been a tough year. Donald Trump, Scott Pruitt, and Ryan Zinke have gone after so many of the gains we've made.

But we need to start off 2018 with a bang. With just hours left until tomorrow's DEADLINE -- we've received word that a group of generous donors will now **TRIPLE EVERY SINGLE GIFT MADE TODAY up to \$250,000!**

That means every \$1 becomes \$3 -- You can literally TRIPLE YOUR IMPACT right now with one gift to the Sierra Club.

[\\$15 becomes \\$45!](#)

[\\$25 becomes \\$75!](#)

[\\$100 becomes \\$300!](#)

Vulnerable communities, public lands, and threatened wildlife need your help now. [Renew your support by 11:59pm PST on December 31 and we'll TRIPLE your gift and every gift up to \\$250,000.](#)

Here's a quick snapshot of where we're at:

- YEAR END CAMPAIGN UPDATE -

Goal: 10,000 donors

Deadline: December 31

Progress so far: 8,066 donors

- SUPPORTER STATUS -

Name: Elayne Calvert

Eligible for TRIPLE MATCH? **YES**

Eligible for eco-chic reusable bag set thank you gift? **YES**

Year End Supporter? **PENDING**

Will you say yes to saving public lands, clean air and water, and threatened wildlife from Trump and his dirty fuel-powered administration?

This is the last triple match this year, and it won't last long. Please respond today and, together, let's make 2018 an amazing year for the planet.

TRIPLE MY GIFT NOW

Thanks for all you do,

Michael Bruno  
Executive Director  
Sierra Club

P.S. -- If you've already made your gift, THANK YOU. We're busy processing donations, and we really appreciate your support.

Photos: Bears Ears National Monument: CCC/SBLM; Arctic National Wildlife Refuge: CCC/SBLM

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[\\$25 becomes \\$75!](#)

[\\$100 becomes \\$300!](#)

Vulnerable communities, public lands, and threatened wildlife need your help now. [Renew your support by 11:59pm PST on December 31 and we'll TRIPLE your gift and every gift up to \\$250,000.](#)

The December 30 Email





Vesta,

I know time is short, so I'll make this quick.

Back to the Bible is facing a \$600,000 year-end goal that we must meet by midnight tomorrow night. **So I'm asking you to give to help meet the goal today.**

To thank you for giving, I'll send you my Best of 2017 CD set. It's a compilation of the most requested messages from this year, and I pray it will bless you!

**Please send your gift by midnight tomorrow, December 31, to lead more people forward in their relationship with Christ in 2018.**

Thank you, and God's blessings to you and yours in the new year!

Yours in Christ,



Arnie Cole  
CEO



Beat the clock! ►

# The December 30 Email





# The December 30 Email

- **How this helps me raise funds:** It is a very direct reminder and ask to give, and often is the first to announce one of the best match / challenge / incentives of the entire year.
- **How it works:**
  - **Outward Incentives:** Most that we see often announce one the biggest, boldest incentives to give by a deadline for the entire year.
  - **Personal / informal:** The *best performing* versions of this email that we have seen have a very realistic feeling to it. It does not patronize the reader through too much value proposition and acts more as a candid, clear and honest reminder.



One of the  
best performing



# About this Test (616)

## Background

This non-profit was running a year-end fundraising campaign and wanted to activate the greatest generosity.

## Objective

Which email will result in the most donations?



# Original / Typical

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

**Heritage is successful because of patriots like you.** Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research — and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

Jim DeMint  
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Make this bold statement



Dear Fellow Conservative,

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And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim".

Jim DeMint  
President

- This email was sent by Jim DeMint, the president and most well-known leader of the Heritage Foundation, asking recipients for their support with a year-end gift.
- It leverages continuity, as all support requests throughout the year have come from DeMint.
- The tone of the email is formal and professional.



# Treatment

From: Christie Fogarty <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843





# Treatment

- The email was sent by Christie Fogarty, the foundation's lesser known Director of Membership, requesting donations.
- Version B breaks continuity, as all support requests throughout the year have come from the president of the nonprofit.
- The email uses a much friendlier, informal, empathetic tone.

From: Christie Fogarty <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need to win conservative victories. And we're going to work to move more and more Americans to our side.

[You can make your year-end contribution here.](#)

I hope you'll be able to stand with us by the end of the year. Thanks for your support, and have a very happy new year.

All my best,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so [your gift by December 31 is tax-deductible.](#)

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



# Side-by-Side

## Original / Typical

From: Jim DeMint <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Make this bold statement



Dear Fellow Conservative,

With only a few days until the new Congress swears in, now is the time to make a bold statement by standing with The Heritage Foundation.

[Stand with The Heritage Foundation today >>](#)

When you stand with Heritage, lawmakers know exactly what you believe. It means you stand up for your principles . . . it means you do not back down in the face of adversity, or when you're in the minority . . . it means you are well-informed . . . it means you are not one to be swayed from your convictions.

**Heritage is successful because of patriots like you.** Thanks to you, we've become a leader of the conservative movement, with more than 600,000 members across the country. Lawmakers, the media, and the American people turn to Heritage because they trust our policy research – and because they know you and your fellow Heritage supporters are the most informed, most influential, and most conservative constituency out there.

And all of our work over the past 41 years is meant to make you and your family safer, happier, and more prosperous by fighting for the principles our founding fathers espoused: **free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.**

Help make these principles a reality. Help make America a better place. Help make America the one you want your children's children to be proud of.

[Please, stand with Heritage today and make your year-end gift to support your conservative principles.](#)

Thank you for your support as we defend freedom for future generations.

Sincerely,



Jim DeMint  
President

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843

## Treatment

From: Christie Fogarty <info@heritage.org>  
Reply-to: info@heritage.org  
To:  
Subject: Checking in

Hey there,

I wanted to check in to see if you'll be able to contribute towards Heritage's million dollar goal by the December 31 deadline.

Your gift will go straight to supporting your conservative principles in 2015. We're going to arm and equip the new Congress with the intellectual ammunition they need for conservative victories. And we're going to be more than just a voice for our side.

[You can make your gift online here.](#)

I hope you'll be able to end the year with a check for your support. It's a very happy new year.

All my love,

Christie Fogarty  
Director of Membership  
The Heritage Foundation

P.S. The Heritage Foundation is a 501(c)(3) non-profit, so your gift is tax deductible.



136%  
DONATIONS

The Heritage Foundation | 214 Massachusetts Avenue, NE | Washington, D.C. 20002 | (800) 546-2843



103%  
AVG GIFT



# December 31<sup>st</sup> (x2)





DOUBLE YOUR GIFT

emory —

This is it — [today is the last day to make your year-end gift to the ACLU and have it matched dollar-for-dollar.](#)

At midnight tonight, this critical year-end campaign will come to a close. The support that we receive in these next hours will ensure we can take on every challenge and seize every opportunity to protect or protect and defend our liberties in 2010.

With so many people counting on us in the year ahead, we need to go all out in these next 24 hours and leave nothing on the table.

[Make your generous donation before midnight, and your gift will be matched dollar-for-dollar.](#)

Thanks for all you do,

A handwritten signature in blue ink, appearing to read "Jennifer Consilvio".

Jennifer Consilvio  
ACLU Chief Financial Officer

Please note: If you forward or distribute, the links will open a page with your information filled in.

This email was sent to: [margaritechowen@tridentpath.com](mailto:margaritechowen@tridentpath.com)

This email was sent by:  
American Civil Liberties Union

## The December 31 Email(s)

The final push emails on the last day of the year, they are extremely direct and utilize both inward as well as outward incentives.



December 31<sup>st</sup> AM



# The December 31 Email (AM) How-To

- ❑ **Acknowledge** their name, your relationship
- ❑ **Acknowledge** the deadline, and urgency, for them to effect the strongest possible start / impact for their values in the new year.
- ❑ **Announce any new incentives** to give by the deadline
- ❑ Add inward incentive intensifiers like a moving countdown clock, a progress bar (or progress mention), social stats and a call to join in.
- ❑ **Ask** for an immediate donation and provide a clear place to click.





Your gift today goes THREE TIMES as far.

0000  
DAYS HOURS MINUTES SECONDS

Brendan—

The deadline to make a gift that will be MATCHED THREE TIMES is tonight at midnight. By making your tax-deductible gift now, **your impact will be exponential.**



Your gift to the Museum powers us to continue innovating and evolving, and by taking advantage of this matching opportunity, your gift will fund **MORE** free school visits for New York City school students, **MORE** vital research conducted by more than 200 scientists, **MORE** special exhibitions, and **MORE** explorations into our collections.

**Your gift gives 3X MORE this year, but only through MIDNIGHT TONIGHT! Chip in now.**

Thank you for your support,

*Laura Rose*  
Laura Rose  
Vice President for Development and Membership

Hours left to make your gift go farther: | View in browser



Dear Brendan,

Your connection with the American Museum of Natural History—and to the natural world—grows stronger with each new discovery you make as you walk through these halls for the first, second, or even tenth time. On every visit, you'll notice something new, something astonishing, something to share with family and friends.

**As a supporter of the Museum, you can also strengthen that connection with a special year-end gift.** Make your tax-deductible donation today and it can still be included on your 2017 taxes—AND, thanks to a generous match from a fellow donor, you'll be doing THREE TIMES as much good for the Museum you love.

**The deadline to take advantage of both the match and your 2017 tax deductions is MIDNIGHT DECEMBER 31. Please review your status:**

**FOR IMMEDIATE REVIEW**

**END OF YEAR MATCHED GIFT STATUS, as of 12/29**

Email: [brendantaylor@amnh.org](mailto:brendantaylor@amnh.org)

Year-End Donor Status: **PENDING**

Match Eligible: **YES**

Matching funds remaining to \$120,000 goal: \$12,120

Deadline: Midnight, Sunday, December 31, 2017

**MATCH MY GIFT NOW >>**

By making a matched tax-deductible gift now, you'll be helping the American Museum of Natural History with:

- Keeping our doors open 363 days a year
- Providing free resources for teachers and educators
- Free Museum admission for New York City school and camp groups
- Vital research conducted by more than 200 scientists across anthropology, astrophysics, biology, Earth and planetary sciences, and paleontology
- Maintaining and curating our constantly evolving exhibitions, including the Hayden Planetarium, led by Frederick P. Rose Director Neil DeGrasse Tyson, the world's most extraordinary collections of specimens and artifacts, and our newest dinosaur cast, the 122-foot-long *Titanosaur*.

Donors like you make the Museum all it can be—but there are only a few days left to make your tax-deductible gift go three times as far. **Please make your generous gift today to have it MATCHED!**

Thank you,  
American Museum of Natural History

[f](#) [i](#) [y](#) [t](#) [t](#)

Your gift today goes THREE TIMES as far.

0000  
DAYS HOURS MINUTES SECONDS

Brendan—

The deadline to make a gift that will be MATCHED THREE TIMES is tonight at midnight. By making your tax-deductible gift now, **your impact will be exponential.**

Your gift to the Museum powers us to continue innovating and evolving, and by taking advantage of this matching opportunity, your gift will fund **MORE** free school visits for New York City school students, **MORE** vital research conducted by more than 200 scientists, **MORE** special exhibitions, and **MORE** explorations into our collections.

**Your gift gives 3X MORE this year, but only through MIDNIGHT TONIGHT! Chip in now.**

Thank you for your support,

*Laura Rose*  
Laura Rose  
Vice President for Development and Membership

# The December 31 Email(s)



If you haven't given a special  
year-end gift, don't wait. The  
deadline is midnight!



[View this email in your browser](#)

Dear Leslee,

There are only hours left to give a gift that will be DOUBLED by a Matching Grant to help reach a critical \$250,000 year-end goal to share more proven truth in 2018.

**The deadline is midnight TONIGHT!**

[Your response is vital](#) – because it's only through the generous support of friends like you that we can keep this broadcast ministry going strong in the year ahead. And remember: Your gift will be DOUBLED by the Matching Grant.



[So if you haven't given a special year-end gift, there's no time to wait. You've only got until midnight.](#)

Thank you for your support to help reach the \$250,000 goal – and Happy New Year!

His and yours,

**Dr. Ed Young**  
The Winning Walk

**Give now ►**

# The December 31 Email(s)



# The December 31 Email(s)

- **How this helps me raise funds:** It gets your organization, and its very best incentives, in front of donors on the day they know they can't wait past. Sending two emails (one AM and one PM) helps when trying to stand out.
- **How it works:**
  - **Outward incentives:** If you haven't announced your very best external incentive to give, this is the time. (challenges, matches, gifts, someone covering overhead...)
  - **Inward Incentives:** In addition to announcing your outward incentives, tools like countdown clocks, progress bars (showing more than 50% towards the goal) and social proof points help motivate the last of your year's donors to finish as human are subliminally socially & community motivated.
  - **Short, to-the-point:** Because of the vast number of emails received on this day, the best performing emails often keep it to-the-point



December 31<sup>st</sup> PM



# The December 31 Email (PM) How-To

- ☐ **Acknowledge** their name.
- ☐ **Acknowledge** that you haven't received their gift yet and wanted to make sure they had the link to do it.
- ☐ **Ask** for an immediate donation and provide a clear place to click.
- ☐ Show the email from the previous day below... as if it was forwarded to them.
- ☐ Test using a different sender, like someone from the fundraising department or customer service.



Ludie, this is the final email I'll send you this year. Please don't miss this last chance to make a tax-deductible gift to the Red Cross that can be matched to go 2x as far!

Every eight minutes, another emergency means another family needs your help. And every *two seconds*, someone in the U.S. needs blood. **None of those needs will change in 2018 – which means that, as we get ready for the new year, your support is more crucial than ever.**

There are just hours left to make one last gift you can deduct from your 2017 taxes, and hours left to make **2x the difference**, when and where it counts the most.

Please rush your gift right now before the match from Energy Transfer/Sunoco expires at midnight tonight, and help us respond to even more emergencies, disasters, blood patients and service members in need. Act now, before the clock runs out!

Thank you – and happy New Year!

- Lauri

Having trouble viewing this message? [Click Here](#)



Dear Ludie,

Time's almost up:

There are less than 24 hours remaining to make a tax-deductible gift

# The December 31 Email(s)





Jacinta Tegman <jacintategman@worldconcern.org>  
to Pamela ▾

Sun, Dec 31, 2017, 10:06 PM ☆ ↩ ⋮

Pamelia,

Just wanted to send you a quick note to make sure you received this e-mail – I don't want you to miss out on the chance to [double your gift](#)! God bless!

Jacinta

---

**From:** Jacinta Tegman  
**Sent:** Sunday, December 31, 2017 9:45 AM  
**To:** Pamela Overby <[PameliaOverby@tridentpath.com](mailto:PameliaOverby@tridentpath.com)>  
**Subject:**



Just hours left to double your gift!

Dear Pamelia,

**Today is your last chance to DOUBLE your gift!**

You will help children and families in poverty see and experience the true light of Christ.

Please, while there's still time, click here and give: [worldconcern.org/shine](http://worldconcern.org/shine)

Thank you for remembering those in greatest need as we ring in the New Year!

God bless you,

...

Jacinta Tegman  
President, World Concern



P.S. [Give before midnight, Dec. 31<sup>st</sup>](#) to take advantage of year-end tax benefits and watch your gift double!

# The December 31 Email(s)



# BONUS EMAIL

?



Be sure to say

*Thank  
you!*

Within the first week of the year.



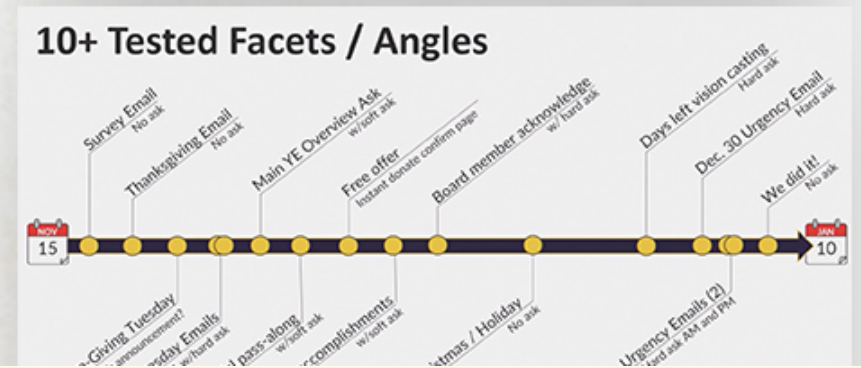


I'll send this to you  
after the webinar.



# Year-End Fundraising Certification Course

[Courses.nextafter.com](https://Courses.nextafter.com)



# Year-End Fundraising Email Timeline

For the super-advanced fundraiser...

# 17 Emails You Can Send This Year-End

## Survey Email

- **Acknowledge** their name
- **Describe** the opportunity and reason
- **Call** them to take the survey with a raw link
- **DO NOT** ask for money, even in a P.S.

## Giving Tuesday Emails

- **1st Email** - Educate them on what Giving Tuesday is and ask for a donation
- **2nd Email** - Give them free content
- **3rd Email** - Make a direct donation ask



## Thanksgiving Email

- **Acknowledge** their name, time, and contribution
- **Call** them to consume something free
- **DO NOT** ask for money, even in a P.S.

## Year-End Overview Email

- **Acknowledge** their name, your relationship, and why they should keep reading
- **Segue** into what's at stake in the new year
- **Give evidentials** of your organization's impact
- **Announce** a match (if any) and the deadline
- **Ask** for an immediate donation

## Testimonial Pass-Along Email

- **Acknowledge** their name, your relationship, and your desire for them to see their impact
- **Share** a real and compelling testimonial
- **Give credit** to them because of their generosity
- **Ask** them to donate now

## Accomplishments Email

- **Acknowledge** their name, and that you want to see positive results from their generosity
- **Show** a list of accomplishments from the donor's generosity
- **Thank** them again for their generosity
- **DO NOT** ask for money, except in a P.S. if you have a special deadline approaching

## Mid-December Reminder Email

- **Acknowledge** their name
- **Give a reason** for wanting to quickly connect
- **Quickly remind** them of where their gift will go
- **Ask** them to complete their donation

## Only Days Left Email

- **Acknowledge** their name, your relationship, and timeframe
- **Summarize** the most important challenges and values at stake in the new year
- **Commit** to attacking these challenges
- **Ask** for an immediate donation
- **Remind** them of the time left using text.

## December 31st Emails

- **AM Email** - Ask for an immediate donation, utilizing a countdown clock, progress bar, social stats, etc.
- **PM Email** - Ask for an immediate donation, stating that you haven't received their gift yet. Include AM Email below.



## December Holiday Email

- **Acknowledge** their name, time, and contribution
- **Acknowledge** your shared value in the holiday
- **Call** them to get free content to celebrate
- **DO NOT** ask for money, even in a P.S.

## December 30th Email

- **Acknowledge** their name, your relationship
- **Acknowledge** the deadline and urgency
- **Announce** any new incentives to give
- **Ask** for an immediate donation

## Free Offer Email

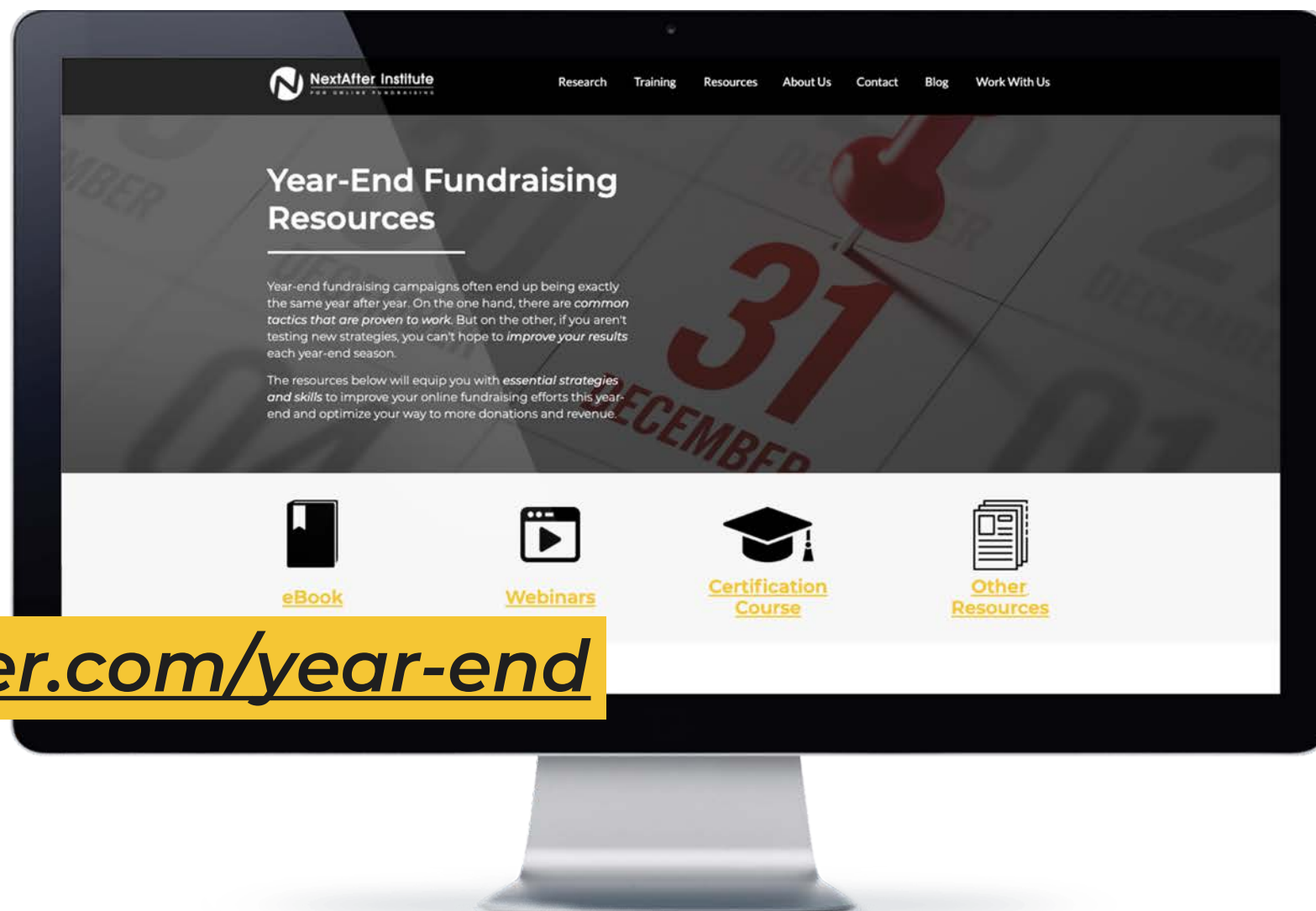
- **Acknowledge** their name, your relationship
- **Describe** the free thing you want to give them
- **Call** them to get the free offer
- **DO NOT** ask for money in the email
- **Once opted in to your offer**, use an instant donation page to make your donation ask.

## Authority Acknowledgment Email

- **Acknowledge** their name, relationship with you.
- **Thank** them for their support to date.
- **Describe** what their support means to the authority figure (CEO, President, Chair Person, etc)
- **Ask** them to give a specific amount







[Nextafter.com/year-end](https://nextafter.com/year-end)



# Questions?

