

Give BIG Lexington

Email / Letter Template

Examples

Version 1: Introduce Donors to the Campaign

Subject line – Spark curiosity with a catchy line such as “Your Community Needs YOU!”, “Change the future!” or “You have the power!”

Dear _____,

(Opening Line- grab their attention/Make a powerful statement) While I’m always passionate about the work I do for (Your Organization Name), there's something **BIG** happening soon. On Thursday, November 10th, the Lexington community is going to show their support for their favorite nonprofits during **Give BIG Lexington**. During this one-day, online giving challenge, 100% of your donations will come directly to us and will go to further help us earn match funds.

This is the 12th year the LEXINGTON COMMUNITY FOUNDATION has hosted **Give BIG Lexington**. We are partnering with the Foundation and more than 80 other organizations participating this year and we hope you will support (Your Organization Name).

Supporting (Your Organization Name) is easy, all you need to do is:

- **SAVE THE DATE:** Thursday, November 10th, 2022
- Visit (link to your online giving page)
- Follow us on Facebook and Instagram (link to your social media sites) and help generate support.
- Spread the word! Forward this email to your family and friends along with a personal note as to why you believe in our work, and why they should give on November 10th.

Help us generate support and take the steps to make a lasting impact on the community! We can’t wait to celebrate with you on 11/10/22!

Sincerely,
(Your name)

OR -

Subject Line - What if we all gave?

WE CAN! On 11/10/22, our community will come together for 24 hours of giving to support the amazing work of (Your Organization Name) through **Give BIG Lexington ‘22**.

(Your Organization Name), is dedicated to (your cause or mission). Help us raise awareness and funds for (Your Organization Name) by scheduling a donation today or save the date and donate online on Thursday, November 10th at (link to your online giving page).

Find out more by visiting (link to your online giving page) and remember – November 10th is the day to help us reach new heights!

Follow us on social media! (List profiles you have & include links or @ handles)

VERSION 2: General to Community

On Thursday, November 10th, the Lexington community will come together for **Give BIG Lexington '22**, and we need YOUR support. It's a one-day, online day of giving where 100% of your donations will come directly to us - and it's your chance to help us reach new heights and make a lasting impact right here in our community. Your generosity today will make a difference for years to come.

Partner with us in supporting our community on November 10th by donating online.
<http://givebiglexington.org>

VERSION 3: Few Weeks Before GBL

On Thursday, November 10th, the Lexington community will come together for the 12th annual **Give BIG Lexington**, and we need YOU to help us reach new heights! It's a 24-hour day of online giving where 100% of your donation will come directly to us - and it's your chance make a BIG difference, right here in our community. Everyone is asked to contribute and show support for the local causes that positively impact our lives every day.

By showing your support through **Give BIG Lexington '22**, you help sustain (Your Organization Name), which gives so much to our community.

Join me in supporting (Your Organization Name) on November 10th, by donating online (link to your online giving page).

OR -

Subject Line - Let's give together!

Every day (Your Organization Name) works to (your cause or mission). Please partner with us in supporting (Your Organization Name) for Give BIG Lexington on 11/10/22. By giving just \$5, you can strengthen (your cause or mission).

What: Give to (Your Organization Name) during GBL '22

When: Thursday, November 10th, 2022

Where: Online at (link to your online giving page)

How: Like us on Facebook (link to your Facebook page) and Follow us on Instagram (link to your Insta account).

Mark your calendar for November 10th!

VERSION 4 – One Week Before GBL

Subject Line - Your support will help (Your Organization Name) win BIG!

YOU can help (Your Organization Name) win BIG! Give during **Give BIG Lexington** on November 10th and (Your Organization Name) could win additional grants and prizes! Your \$5 donation will help us reach new heights!

What: Give to (Your Organization Name) during **GBL '22**

When: Thursday, **November 10th, 2022**

Where: Online at (link to your online giving page)

How: Follow us on social media! (List profiles you have & include links or @ handles)

Tell your friends! Forward this email! Share it on social media. Help us get the word out about **Give BIG Lexington**. Follow the leader board and help us take steps to the top!

Mark your calendar for November 10th!

VERSION 4 – Day Before GBL

Subject Line - Do you love (your cause or mission)?

Tomorrow, November 10th, many will come together for a special 24-hour online giving day and I need YOUR HELP! I want to raise \$_____ to support (your cause or mission). Please help me reach new heights in 2022 and 2023!

Please support the vital services (Your Organization Name) does by donating online – (link to your online giving page). Schedule your donation today or make a donation online tomorrow.

Follow us on Facebook, Instagram, and Twitter (include link to your social pages)

VERSION 5 – On Giving Day

Subject Line - Ready, Set, Give!

Today is the day – **Give BIG Lexington** is here! We are on our way to raising \$_____ for (Your Organization Name). Will you help us? 100% of donations made today will come directly to (Your Organization Name), the LEXINGTON COMMUNITY FOUNDATION is paying ALL the Mighty Cause processing fees.

Please help me spread the word and let everyone know that today is the day to give! Share: (link to your online giving page) - on your Facebook and other social media outlets.

Thank you for your support!

Simply choose a sample, customize, and send as an email, letter or postcard to donors and friends.

If you have questions, please contact the Foundation office:

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