

eKiwanis Giving Tuesday Email Campaign

Scope

Giving Tuesday is a worldwide campaign, to be held on December 1, 2020, encouraging people to give to charities (especially important after Black Friday and Cyber Monday!). As they are able, eKiwanis members will follow the below instructions and use the email template to drive traffic to the eKiwanis Facebook page. On the Facebook page, there will be a Facebook fundraiser, where people can make a donation by using their credit card. They do not have to be members of Facebook to give. All money collected will go to the eKiwanis Foundation, with funds designated to the 2021 Carol Stream Car Seat Project.

Instructions

1. Make a list of people you know (friends, family members, coworkers, etc.) and make sure that you have their email addresses available.
2. On Giving Tuesday (Tuesday, December 1, 2020), copy the below email and send it out to your list.
3. Feel free to personalize this template and make it your own with any personal touches about eKiwanis, the Car Seat Project, etc.

Template

Subject: Support me today! #GivingTuesday

Hi Family and Friends,

As many of you know, I am a member of the eKiwanis of Greater Chicago. Today, eKiwanis is teaming up with nonprofits across the world to be part of a growing movement, #GivingTuesday, that is changing how we think about the meaning of the holiday season.

Last year, eKiwanis contributed more than 800 hours of service to the community, serving hundreds of youth. One of our key projects is a partnership with the Carol Stream Police Department for their annual Car Seat Safety Check Day. Each year, the police department performs car seat checks and eKiwanis donates seats to be used in cases where a car seat was broken or the child had outgrown the seat. Next year, we plan to again partner with the police department to meet this community need.

Will you join us in keeping children safe on the road? Please visit our Facebook fundraiser: [INSERT LINK HERE](#). Donating through Facebook is safe and easy, and you will receive a receipt for tax purposes.

All money raised will be directed to our 2021 Car Seat Project with the Carol Stream Police Department.

Thank you for your consideration and support! If you would like to contribute via cash or a check, or if you would like to know more about eKiwanis, please let me know!

Thank you!