

Content

Email Resources

Subject Line Ideas

Pre-event

- December 2nd: Save the date for GAgives 📅
- Early giving is open – help us start strong!
- The countdown is on: [#] days to GAgives!
- Happy Thanksgiving! 🦃 Will you help us this GivingTuesday?

Event day

- GAgives ends at midnight – make your gift now!
- [FNAME], you could make a difference this GAgives on GivingTuesday!
- FINAL HOURS: GAgives Day ending soon!
- We need your help more than ever
- [FNAME], every dollar counts – will you chip in today?
- A special GAgives challenge for [name]

Post-event

- We did it – thanks to YOU!
- Look what your gift made possible
- Thank you for showing up for us on GAgives!
- You helped us raise [\$X]!
- We're feeling grateful – here's why
- Missed GAgives day? It's not too late!

Early Giving Email

Hello [First Name]!

Our team works hard to support and bring awareness to [organization's cause]. We are so grateful for the role you've played in pushing our mission forward.

In the last year alone, [details about the need that your organization addresses]. Ever since [year of founding], our team has been working to help [specific impact of your organization].

What if we all came together to support [organization's mission]? We can!

GAgives on GivingTuesday is a statewide day of giving on the Tuesday after Thanksgiving – and [organization name] is participating. We're humbly asking for your support. We have a goal of [raising \$x]. Will you help us?

Your support is essential and very much appreciated.

CTA: GIVE NOW.

Event Day Email

Today is the day! During the next 24 hours, Georgians will come together to participate in our state's biggest day of giving – GAgives on GivingTuesday.

At [organization name], we have a goal of [raising \$x], but we can't do it without your support. Will you show your #GAgenerosity and help us reach our goal?

\$25 donation can [impact statement].

\$50 donation can [impact statement].

\$100 donation can [impact statement].

\$250 donation can [impact statement].

\$500 donation can [impact statement].

CTA: SHOW YOUR SUPPORT

P.S. Help support us on social media by letting your loved ones know that today is the day to support [organization name]!

During Event Email

Wow! Thanks to the generosity of our donors, we have already raised [\$X]. We just need [\$X] more to reach our goal – can you help us get there?

If you feel compelled to give, you can make a quick donation that will help us [impact statement].

GAgives on GivingTuesday only comes around once a year. Help us cross the finish line strong.

CTA: DONATE NOW

Post-Event Email

Dear [First Name],

Thank you for making this GAgives on GivingTuesday one to remember!

Thanks to your generosity, we raised [insert amount or milestone] to support [briefly mention what the funds support – e.g., youth programs, emergency shelter, conservation efforts]. Every dollar brings us closer to [insert impact goal or outcome – e.g., helping more families find stability, preserving vital green spaces, etc.].

Didn't get a chance to give on GAgives day? There's still time to support our mission and be part of the impact. [link to your donation page]

Thank you for being part of this community. With your continued support, we can finish the year strong.

Social Post Captions

- Save the date! #GAgives on #GivingTuesday is coming on December 2nd. You can make a difference during this day of giving by making a donation to [organization name].
- You've heard about Black Friday and Cyber Monday, but what about #GAgives on #GivingTuesday? On December 2nd, [organization name] is participating in this global day of giving. We can't wait to bring our community together to support [mission].
- Today is the day – #GAgives on #GivingTuesday! During the next 24 hours, our state will come together to participate in a global day of giving. At [organization name] we have a goal of [raising \$x]. Thanks to supporters like you, we believe it's possible.
- Last year we were able to raise [\$X] to provide [tangible impact of your GAgives donations]. Can you help us beat that number this year? Donate now, spread the word, and follow along for more exciting updates as the day continues! #GAgives
- ONLY [X] HOURS LEFT! We're so grateful to those who have donated today. While we've made great progress, we're not done yet! There's still time for you to show your support and help push us to the finish line! #GAgives
- You can help push us over the finish line! With only [X] more hours to give, we are just [\$X] away from our goal. Ready to show your support? #GAgives
- The results are in! We were able to raise [\$X] in support of [mission]! From the bottom of our hearts, thank you for your support. We couldn't be more grateful! #GAgives

Social Media Post Ideas + Examples



Social Post Ideas + Examples

- Save the date! #GAgives on #GivingTuesday is coming on December 2nd. You can make a difference during this day of giving by making a donation to [organization name].
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Email Templates



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Social Media Tips

From our GivingTuesday friends:

Couldn't make our "Ask Adam Anything" session? No worries — we took notes! Here's the social scoop straight from Adam 🧠👉



What's actually changed in social media:

It's not just about *you* anymore — find out what your audience cares about *outside* your org (news, culture, trends).

Collaboration is key 🤝 — share each other's stories and tie them back to your mission.

Paid ads still work, especially when people are less likely to click away.



Joining convos (without the "hey, us too!")

Focus on storytelling and uplifting others' work.

Case studies > direct asks. Sometimes your voice in the convo *is* the value.



Platform vibes:

Facebook: older crowd, likes longer posts and simple text.

Instagram: fast, visual, trending — use music (if it fits!) and clear audio.

Captions = extra engagement (even if we can't track it).

Tools like **Edits**, **CapCut**, **Canva**, or **Adobe Creative Suite** help polish your content ✨



Micro-influencers:

Go local! Work with people who actually connect with your cause and community.



After the event ends... keep the story going:

Gather short stories from partners (use 5 set questions!) and drip them out over a few weeks.

Ask donors *why they gave* — each response = a great standalone post 💡

Helpful resources

<https://www.canva.com/design/DAGtQk5Nk0E/WFQZZ54-L1Ktm1BukIDzOA/edit>
Social Media Insights

<https://www.givingtuesday.org/blog/giving-machines/>