

Donor Rescue Email - Example 3

Subj: Want to feel proud?

A little bit ago, you started the process of donating to ORG. At some point, you clicked off the page and didn't complete the donation.

We understand. Maybe you got cold feet. Maybe the phone rang. Maybe you are still deciding how much to donate.

Just know that when you decide to make the donation, you're going to feel awesome. A sense of pride will surge through your bones. The act of giving will make you proud.

So go ahead, click the button to return to the donation page and finish what you started.

It's time to feel proud.

Warmly,
The CauseMatch Team