

EMAILS

Tips and Instructions:

- **Personalize Your Emails:** Address each person by name whenever possible to create a more engaging and personal connection.
- **Tailor the Content:** Replace placeholders (highlighted in yellow) with specific details relevant to your campaign or audience. Ensure all highlighting and brackets are removed before sending.
- **Send Reminders:** Share multiple emails to build anticipation and keep Giving Day top of mind. Include key details about your cause, why it matters, and how people can make an impact.
- **Encourage Action:** Make your calls-to-action clear and compelling, guiding your readers to give.
- **Subject Lines:**
 - Create short, attention-grabbing subject lines that entice your readers!
 - Keep it concise and aim for **6-8 words** to clearly describe the email's content.
- **Craft Your Message:**
 - **Keep it simple and concise.** Aim for email copy between **50-200 words**.
 - Place your **call-to-action** near the top, ensuring it's clear and actionable.
 - Use a **button** (if possible) for the **call-to-action** or include a **hyperlink** to guide readers.
 - Incorporate **graphics or high-quality photos** to make the email visually appealing and personal. However, ensure the email copy stands alone; avoid relying on visuals or multimedia for critical information.
 - Set the "from" line to a **recognizable name or organization** to build trust and familiarity.

Sample Emails:

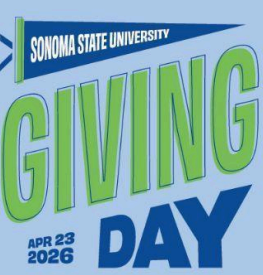
One Month Before Giving Day

Subject Line: Save the Date: Giving Day is Coming!

Dear [insert contact's preferred name],

Mark your calendar for Sonoma State's Giving Day on Thursday, April 23, 2026!

The [cause name] is excited to be part of this transformative day!



EMAILS

Help us reach our goal of raising [\$X]. Your support will help with:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

Every gift, big or small, makes a difference. Together, we can make an impact!

[Button: Learn More About [Giving Day](#)]

OR

[Text: **Learn More at cause name Giving Day website** and hyperlink text to the website]

One Week Before Giving Day

Subject Line: Just One Week Until Sonoma State Giving Day!

Dear [insert contact's preferred name],

The countdown is on for Sonoma State's Giving Day, which is just one week away on April 23! This exciting 24-hour event is your chance to make a difference and support [cause name].

Your generosity can help us reach our goal of raising [\$X] to support:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

Together, we can make a meaningful impact on the lives of our students, campus, and community. Every gift, no matter the size, moves us closer to our goal.

[Button: Give at the [Giving Day website](#)]

OR

[Text: **Give at cause name Giving Day website** and hyperlink text to the website]

Day Before Giving Day

Subject Line: Tomorrow's the Day: Sonoma State Giving Day!

Dear [insert contact's preferred name],

EMAILS

The wait is almost over—Sonoma State’s Giving Day starts tomorrow, April 23! Be a part of this amazing 24-hour event and help support [cause name].

Your support can help us reach our goal of raising [\$X] for:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

Every gift, big or small, helps us reach our goals.

[Button: Give at the [Giving Day website](#)]

OR

[Text: **Give at cause name Giving Day website** and hyperlink text to the website]

Giving Day (Morning)

Subject Line: It’s Giving Day! Make Your Impact Now

Dear [insert contact’s preferred name],

Sonoma State’s Giving Day has officially started, and we need your help to make it a success!

[Button: [Give Now](#)]

OR

[Text: **Give Now** and hyperlink text to cause name Giving Day website]

Today, [cause name] is asking for your support, which will:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

[Help us unlock even more today during the [specific challenge name] challenge at [time].

Make your gift to be part of the momentum! Together, we can reach new heights.

Giving Day (Afternoon)

Subject Line: Last Hours to Make a Difference on Giving Day!

Dear [insert contact’s preferred name],

EMAILS

We're over halfway through Sonoma State's Giving Day, and your support can make all the difference!

[Button: [Give Now](#)]

OR

[Text: **Give Now** and hyperlink text to cause name Giving Day website]

Your gift for [cause name] can help us achieve:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

Join our incredible community in making a lasting impact. Every contribution—big or small—brings us closer to our goal! **Make your Giving Day gift before midnight!**

Giving Day (Early Evening)

Subject Line: Final Chance to Make a Difference Today

Dear [insert contact's preferred name],

We're in the final stretch of Sonoma State's Giving Day, and your support can push us across the finish line!

[Button: [Give Now](#)]

OR

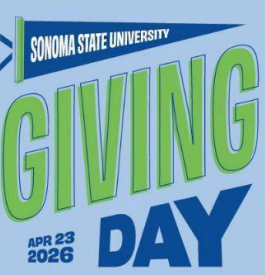
[Text: **Give Now** and hyperlink text to cause name Giving Day website]

Here's how your gift can still make an impact for [cause name]:

- [Provide specific outcome or benefit #1].
- [Impact specific outcome or benefit #2].

Be part of this incredible day of giving. Every gift brings us closer to our goal!

The possibilities are endless—but time is running out! Make your Giving Day gift before midnight!



EMAILS

After Giving Day

Subject Line: Thank You for Support Us on Giving Day!

Dear [insert donor's preferred name],

Thank you for your generosity to [cause name] on Sonoma State's 2026 Giving Day! Because of you, we can [specific impact or outcome].

We are so grateful for your support!

Sincerely,

[Your name and cause name]