

Giving Tuesday Templates and AI Prompts

Text Messages



1 WEEK BEFORE

YOUR AI PROMPT:

Write a text message that is 160 characters or less, based on the following Giving Tuesday email. Specifically, highlight [your program goal] and [your \$ goal]. The goal is to get everyone excited about Giving Tuesday so they can rally their networks to join in. [Drop your 1-week-out email here.]

OPTION 1:

{NAME}! {ORG NAME} is joining the Giving Tuesday movement to raise {\$ goal} on <date>! Join us and tell all your friends. {URL}

OPTION 2:

{NAME}, join the Giving Tuesday movement and help raise {your \$ goal} in 24 hours to fund {your program}. We need all hands on deck! {URL}

OPTION 3:

{NAME}, Have you heard of Giving Tuesday? It's the world's largest giving day and we're joining in! Please donate or share this message. <3 {URL}

OPTION 4:

This Giving Tuesday, {ORG NAME} is aiming to raise {your \$ goal} (totally doable). Please spread the word to increase our impact! Thanks! {URL}

LAUNCH MORNING

YOUR AI PROMPT:

Write a text message that is 160 characters or less, based on the following Giving Tuesday email. Tell supporters to text [keyword] to give [\$ amount]. Highlight that we need to raise [your \$ goal] in the next 24 hours. The goal is to get everyone to donate immediately by making them feel excited and connected to our community. [Drop your launch morning email here.]

OPTION 1:

It's Giving Tuesday! {ORG NAME} is celebrating by raising {your \$ goal} in 1 day. We can't do it without your help—Be the first donor! {URL}

OPTION 2:

{NAME}, Who will be our first Giving Tuesday donor? IT COULD BE YOU! {URL}

OPTION 3:

{NAME}, if you donate on Giving Tuesday, your employer may match it—you'll never know 'til you check! Our goal is as big as our <3! Please share {URL}

OPTION 4:

{NAME}, hear from {Michael, who passed 5th grade with help from his tutor}. Our goal will fund {three new programs in our community}! {URL to Michael's story}

HALFWAY THROUGH

OPTION 1:

{NAME}, we're making great progress toward our Giving Tuesday goal, but we need your help to raise funds crucial to our mission. Donate here: {URL}

OPTION 2:

{NAME}, we want to fund {your programs} with the money we raise this Giving Tuesday—Help a friend out! Please give or share! {URL}

OPTION 3:

{NAME}, just halfway through Giving Tuesday and we're at {40%} of our goal! That's {4/10 programs fully funded}! Pls keep sharing & let's get to 100%! {URL}

OPTION 4:

{Your org} relies on funds raised on Giving Tuesday for upcoming programs. Help us get funds today so we can {serve even more neighbors in need}! {URL}

TOWARD END OF DAY

OPTION 1:

{NAME}, don't miss your chance to be a part of Giving Tuesday. We're SO CLOSE to our goal! Your donation helps us {do what you do}. DONATE HERE: {URL}

OPTION 2:

{NAME}, look at all the wonderful people who've given so generously! We can't stop smiling! Best Giving Tuesday ever? Join the donation party: {URL}

OPTION 3:

{NAME}, don't be shy on Giving Tuesday! Increase your impact by asking your employer about donation matching. Share and donate: {URL}

GOAL REACHED OR END OF GIVING TUESDAY

YOUR AI PROMPT:

Write a 160-character or less text message based on the following Giving Tuesday email. Highlight that [#] donors gave today, raising [final \$ raised], which will [what you'll do with these donations]. The goal is to make our donors feel appreciated by highlighting the impact of their donations. [Drop your post

Giving Tuesday email here.]

OPTION 1:

Wow, {NAME}! Thanks for making Giving Tuesday a success. {#} generous donors raised {\$ raised} in just one day! See for yourself! {URL}

OPTION 2:

Wow, {NAME}! ACHIEVEMENT UNLOCKED! We reached 100% of our Giving Tuesday goal, and YOU made it possible. {URL}

OPTION 3:

{NAME}, Have you heard of Giving Tuesday? It's the world's largest giving day and we're joining in! Please donate or share this message. <3 {URL}