



Email Template(s) for Matching Gift Outreach

STATUS: Waiting for Donor

To: [insert donor email]

Re: Maximizing Your Impact to LLS!

Dear Donor First Name,

Thank you for your gift of \$[insert gift amount here] to The Leukemia and Lymphoma Society's [campaign]. Looks like your company, [insert company name] is matching gift eligible! While on your company intranet click this link, [insert link from col Q] to submit the needed documents with your employer by the end of the year!

Once your matching gift is confirmed by your employer, please forward that receipt/approval documentation to me. I will be able to submit the information to our Workplace Giving Team and your matching gift will be applied to the desired fundraising page/team.

Please let me know if you have any questions. I'm happy to help!

{signature line here}

STATUS: Match Initiated

To: [insert donor email]

Re: Maximizing Your Impact to LLS!

Dear Donor First Name,

Thank you for your gift of \$[insert gift amount here] to The Leukemia and Lymphoma Society's [campaign]. Great news! It looks like your company, [insert company name] is matching gift eligible! If you have submitted the needed documents with your employer for the employer match, please disregard this email. If not, click [insert link from col Q] to submit documentation.

Once your matching gift is confirmed by your employer, please forward that receipt/approval documentation to me. I will be able to submit the information to our Workplace Giving Team and your matching gift will be applied to the desired fundraising page/team.

Please let me know if you have any questions. I'm happy to help!

{signature line here}



STATUS: Unknown Employer/Company

To: [insert donor email]

Re: Please check if your donation can be matched

Dear Donor First Name,

Thank you for your gift of \$[insert gift amount here] to The Leukemia and Lymphoma Society's [campaign].

In less than a minute, you could further your impact by checking [here](#) to see if your donation is eligible for an employer matching gift by the end of the year!

Recently LLS received an anonymous thank you letter from a patient battling leukemia for the past 13 years.

"For 13 years, I have been battling leukemia, and for 13 years, The Leukemia & Lymphoma Society has never wavered. I reached out to many nonprofits, but LLS was and is there for me again. I am so grateful for the work LLS does and the changes they work so hard to make. Thank you for investing your time into this nonprofit; time is a gift." – Anonymous Patient

Your investment is impacting blood cancer patients and their families!

Please let me know if you have any questions. I'm happy to help!

{signature line here}

STATUS: Ineligible

To: [insert donor email]

Re: Thanks for looking into matching gift your donation!

Dear Donor First Name,

Thank you for your gift of \$[insert gift amount here] to The Leukemia and Lymphoma Society's [campaign].

It appears that your donation is not eligible to be matched by your employer. If you believe this is not accurate, please [check here](#) to see your company's matching gift eligibility, and submit the needed documentation to your company.



Recently LLS received an anonymous thank you letter from a patient battling leukemia for the past 13 years.

“For 13 years, I have been battling leukemia, and for 13 years, The Leukemia & Lymphoma Society has never wavered. I reached out to many nonprofits, but LLS was and is there for me again. I am so grateful for the work LLS does and the changes they work so hard to make. Thank you for investing your time into this nonprofit; time is a gift.” – Anonymous Patient

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{signature line here}

STATUS: Volunteer Grant

To: [insert donor email]

Re: Your Time Qualifies!

Dear Donor First Name,

Dear {Donor Name},

Did you know {company} also provides a financial donation for your participation with Light the Night? You already qualify!

The Leukemia & Lymphoma Society (LLS) accepts Volunteer Grants. Blood cancer patients and families need us now more than ever, which is why LLS is always looking for new ways to fund our mission.

Through volunteer grant programs, employers give money to nonprofit organizations based on how many hours an employee volunteers. Click here to submit a volunteer grant through {URL LINK col Q}.

Your investment is impacting blood cancer patients and their families!

Please let me know if you have any questions. I’m happy to help!



{signature line here}