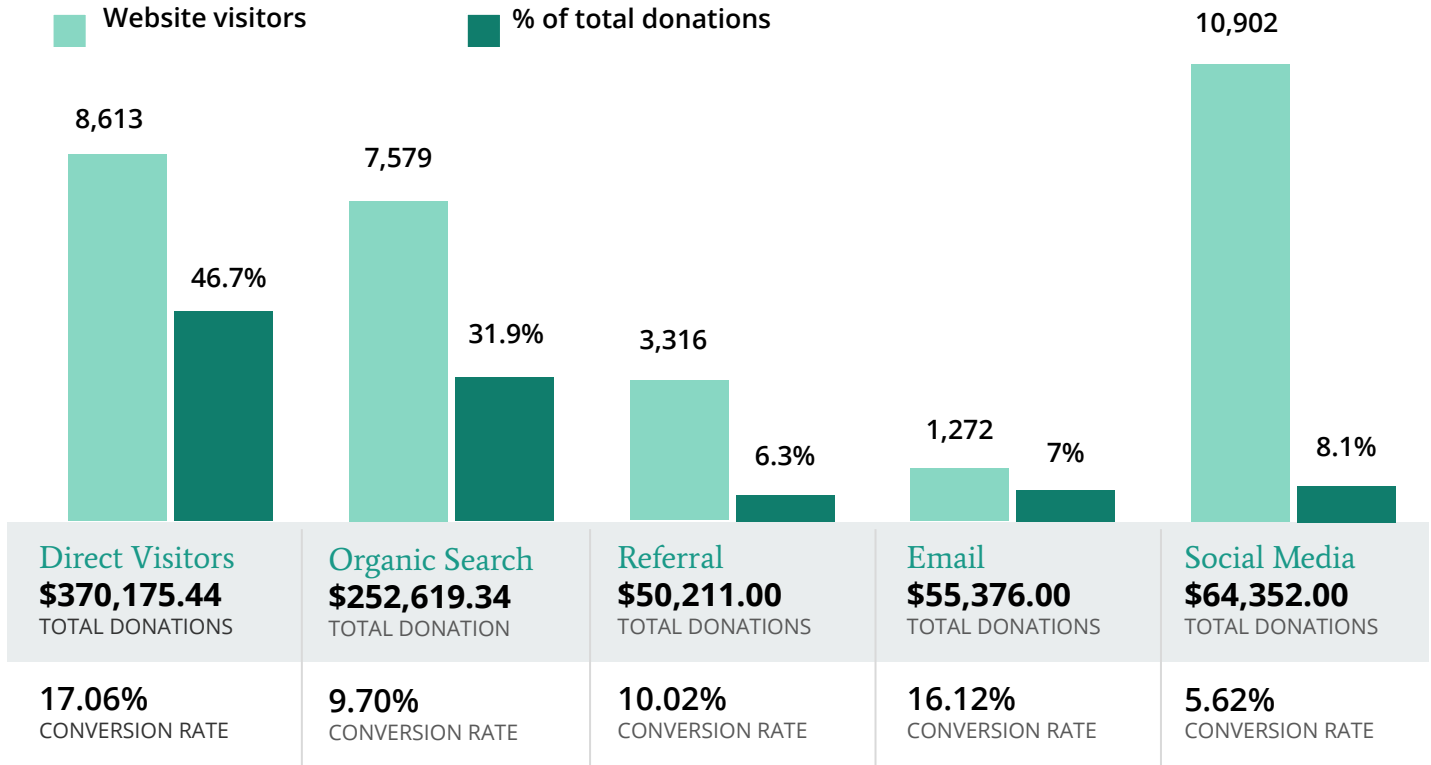


Why am I talking about email?

Donations by traffic type.



CoMoGives Email Schedule

- Nov. _____ - Give T&T
- Dec. _____ - Giving Tuesday
- Dec. _____ - Give before you go!
- Dec. _____ a.m. - Last Chance


What makes a **successful** email?

1. It arrives in your inbox.

2. The reason for your email is clear & relevant.

3. Someone you know sent it.

4. It greets you by name.


5. It's pretty and free of errors.

6. You can track it.


Dear [first_name]

I'd like to take this opportunity to reach out and thank you personally for your [donation_amount] contribution to the [organization_name] fundraising push on CoMoGives last year. Your donation along with others helped fund the [describe_activity] which benefits [describe_beneficiaries].

This year the CoMoGives campaign funds will [describe_activity]. Would you be willing to contribute to help make this happen? [link_to_CoMoGives]

If not, I totally understand, it doesn't diminish our thanks for your 2018 generosity.

Thank you!
[your_name]


Method #1: _____

Method #2: _____

Method #3: _____

