RallyUp

Year-End Fundraising Email and Messaging Kit

Suggested send dates

- **Email 1: Dec 18** - Launch story + campaign goal
- **Email 2: Dec 22** - Announce match opportunity
- **Email 3: Dec 27** - Progress update + reminder
- **Email 4: Dec 30** - Countdown, only 48 hours left
- **Email 5: Dec 31 (AM)** - Last chance to give before midnight

Email 1: Campaign launch

Subject line: You've already helped us do this much

Body copy:

As the year closes, we're looking back with gratitude, and ahead with one clear goal.

This month, we're aiming to raise [$X] to [insert purpose, e.g., finish funding a key program].

You've been part of our journey already. Will you help close the year strong?

[Donate Now CTA]

Email 2: Matching gift announcement

Subject line: All gifts are doubled until Dec 31

Body copy:

We've unlocked a matching opportunity: every gift made before Dec 31 will be doubled, up to [$X,000].

Your $25 becomes $50. Your $100 becomes $200.

This match could fully fund [specific program or outcome]. Let's make it count.

[Give Now - Double Your Impact CTA]

Email 3: Mid-campaign update

Subject line: 3 days left. Here's where we are.

Body copy:

We're [X]% of the way to our goal, thanks to you.

With just a few days left, we need [$Y] more to fully fund [initiative/program].

If you've been meaning to give, now's the time.

[Donate Before Dec 31 CTA]

Email 4: 48-hour countdown

Subject line: 48 hours left. One last push.

Body copy:

We're almost there. Just two days left to make a year-end gift that supports [specific outcome].

If you haven't donated yet, now is the moment that counts.

Every dollar helps us finish strong.

[Donate Before the Deadline CTA]

Email 5: Final day push

Subject line: Hours left to make your last [insert year] gift

Body copy:

Today is the final day to make a [insert year] tax-deductible gift.

Supporters like you helped us reach [X milestone]. Can we count on you to take us across the finish line?

The clock runs out at midnight.

[Give Now CTA]

Bonus copy blocks

Subject line options

- Dec 31: "Make your [insert year] gift before midnight."
- Dec 30: "72 hours to help us close strong."
- Match promo: "Your gift = double the impact until Dec 31."

Impact CTAs

- "$50 covers one week of supplies."

- "$100 helps provide meals to a family of four."

- "Monthly donors help us plan for [insert year]. Start now."

Short social blurbs

- "Only 3 days left to give. We're at 78% of the goal."

- "Last chance to double your gift. Ends tonight."

- "Year-end giving closes at midnight. Every dollar helps."