

Year-End Fundraising Appeal Templates

Messaging templates for fundraising success





Year-End Appeal Templates

3 Email Templates

5 Social Media Templates

7 Text Message Templates

As the calendar counts down to the end of the year, nonprofits, schools, and associations often find there is more and more to do. Planning and managing fundraising events, #GivingTuesday, and the new year budgeting process, all while working on the big push for a successful year-end campaign.

It can be time-consuming and overwhelming.

GiveSmart's **year-end messaging templates** will help lighten your load by providing you with **meaningful communications that keep your appeals top of mind** while **conveying the importance of receiving donations** during this important time of year.

Copy, paste, or even combine elements from different templates to craft your perfect emails, social media posts, and texts.

Approximately **\$48 billion** is donated to nonprofit organizations every year between November and December. Your year-end giving campaigns have the potential to bring in a significant amount of money for your mission.

Check out GiveSmart's **[5 Stats to Boost Year-End Appeals](#)** infographic to combine strategy with the messages in this template resource for the best year-end plan!



Year-End Fundraising Appeal

Email Templates

Subject Line: We Still Need Your Help

Dear **[Name]**,

There's still time for you to help make a miracle happen! By supporting **[Organization Name]** this December, you'll be increasing our impact and changing even more lives. Your continued generosity this holiday season can bring **[brief impact statement]** far beyond the New Year.

Visit **[link]** or text **[number or keyword]** to give. And don't forget to share our goal on social media!

Thank you for being the power behind this work.

All our best,

[Name]

[Title]

[Organization Name]





Year-End Fundraising Appeal

Email Templates

Subject Line: Join the Fight to **[mission statement]**

[Name],

It's been another amazing year for **[Organization Name]**. As **[year]** comes to a close, we take a moment to reflect on the impact we had on **[mission statement/beneficiaries]**. This past year, we were able to **[brief impact statement]**.

This is your last chance this year to positively impact **[mission statement/beneficiaries]**. With your help, **[Organization Name]** can make a bigger difference next year. Here's how you can join our fight:

- Make a gift
- Volunteer with us
- Help us get the word out on social media by sharing, tagging, and liking our posts
- Take videos/photos demonstrating why our organization matters to you and share them on your social platforms

Together, we can **[goal]**, but it's only possible with the generosity of people like you!

With deepest thanks,

[Name]

[Title]

[Organization Name]

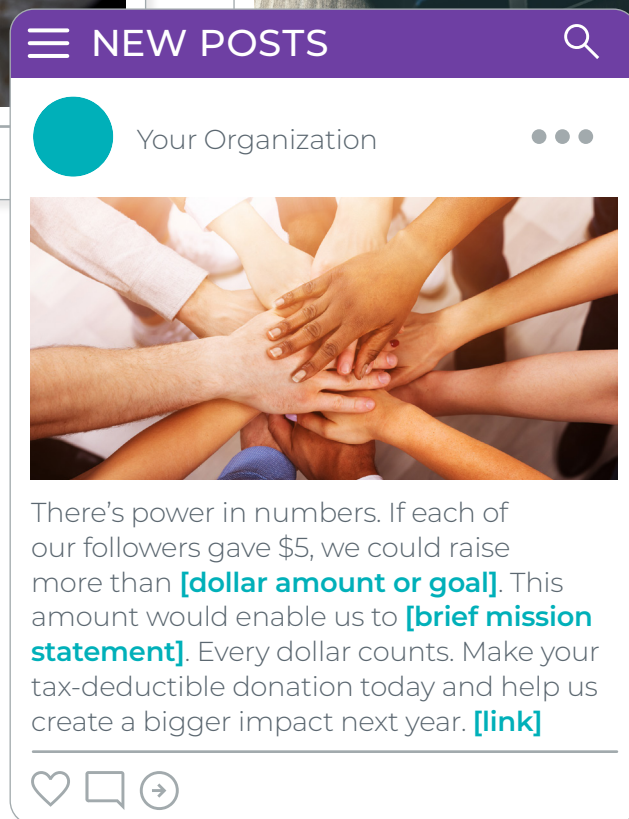
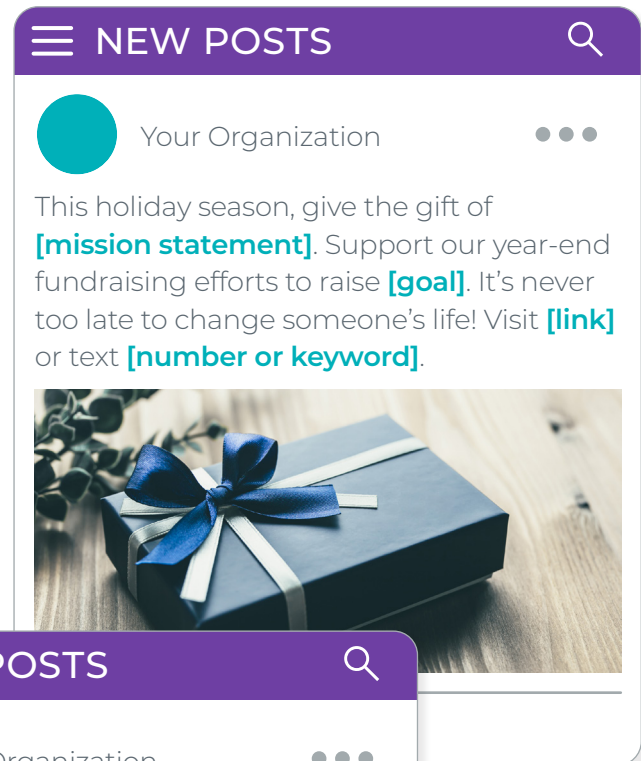
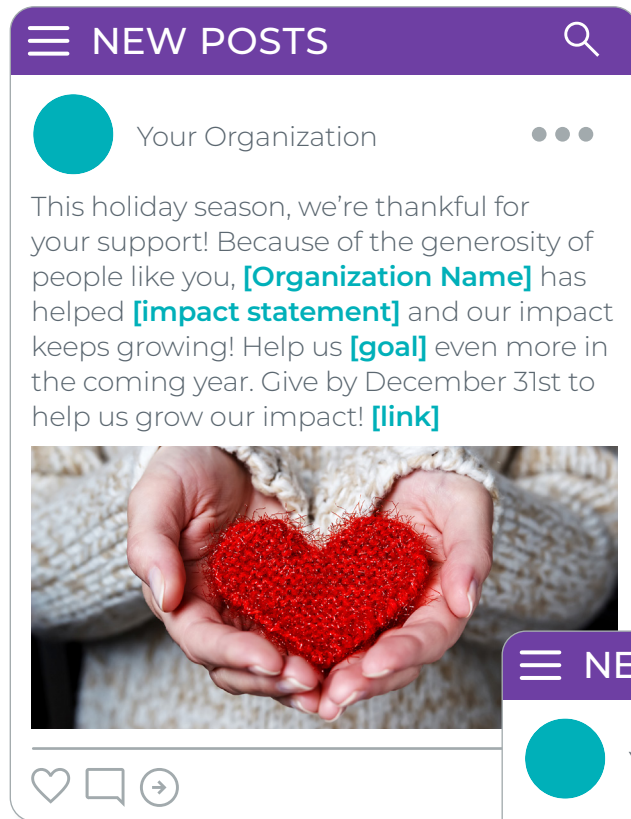
P.S. Follow us to see more about the lives we are changing, visit **[link]** or text **[number or keyword]**.



Year-End Fundraising Appeal

Social Media Templates

#hope

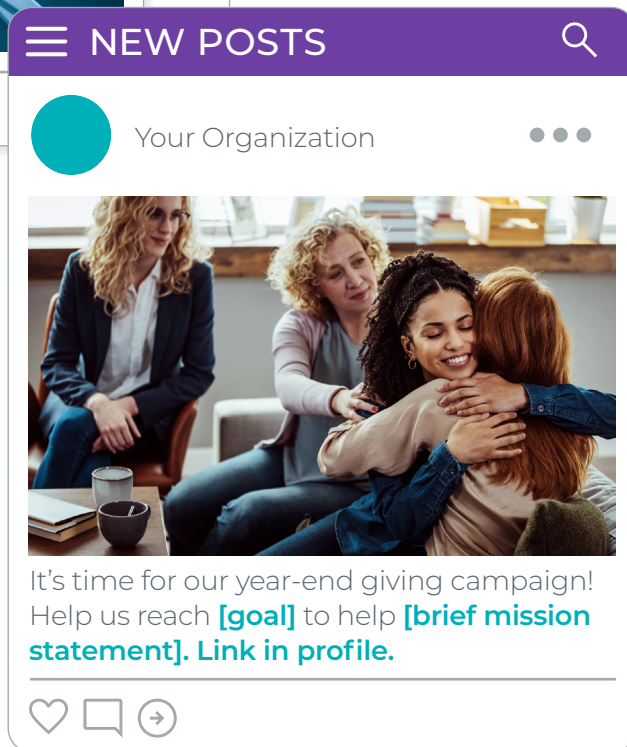
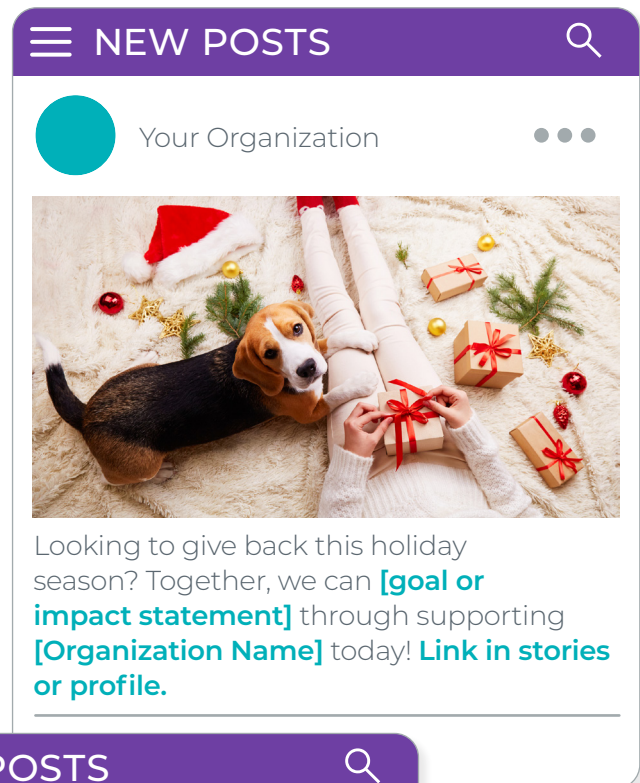
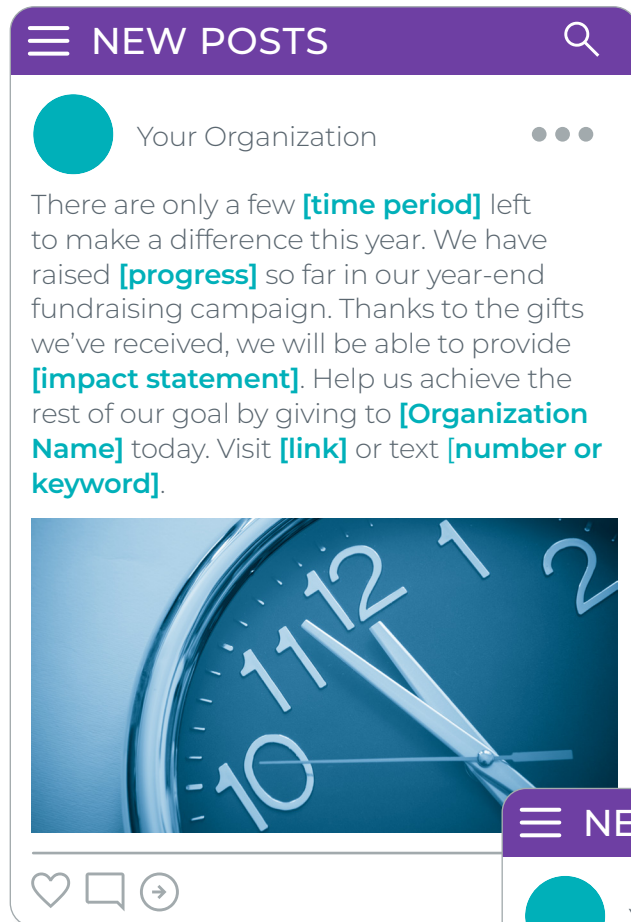
#campaign
hashtag



Year-End Fundraising Appeal

Social Media Templates

#charity

#nonprofit
name



Year-End Fundraising Appeal

Text Message Templates

There are only **[time period]** left this year, but it only takes a few minutes to help make a miracle happen in someone's life. Click **[link]** to donate to **[Organization Name]**.

Your tax-deductible donation to **[Organization Name]** now does twice as much good with a matching gift from **[donor name]**. Click **[link]** and help us reach **[goal]** today!

We've got an ambitious goal of **[goal]** for year-end fundraising and need your help! Visit **[link]** to donate/learn more.

Thanks to you, here are some of the many ways **[Organization Name]** made its mark in **[year]**: **[link]**. There is only 1 day left in **[year]** and **[Organization Name]** is **[fundraising update]**. You can still help! **[link]**



About GiveSmart

GiveSmart offers flexible, customizable fundraising, events, and donor management features to support your online fundraising all year round. Whether you host a distinguished, annual event or you are looking for a platform to support any fundraiser of yours, we are the solution to make your mission a movement.

To speak directly with a fundraising expert about GiveSmart's comprehensive fundraising and auction features, visit givesmart.com/demo or call **800-667-8075**.



GiveSmart®