

BETTER GIVING TUESDAY DONOR EMAIL TEMPLATE



NOTES: Items in **RED** are for you to edit and add the appropriate names.

Feel free to edit this before sending it, but remember, telling your nonprofits about the Better Giving we offer is essential if they are to actually make their giving better!

For this Giving Tuesday, Nonprofit ABCD and Better Giving join forces to make your donations last far beyond Tuesday:

Dear <Donor name>,

Your support means the world to us as we strive to achieve our mission. This Giving Tuesday, we want to emphasize the importance of the new Better Giving donation form and Sustainability Fund, as a financial cornerstone for our future sustainability, and a way that you can make sure your donations last beyond Giving Tuesday and into 2025 and beyond!

Better Giving enables a service provided by such as the multi-billion dollar Silicon Valley Community Foundation, but for nonprofits of any size, anywhere. Why let the large nonprofits be the only ones to benefit from such services?

So this Giving Tuesday especially, we at <ABCD Charity> can now let you use Better Giving's simple and comprehensive donation form (why not try it now?) and importantly, access a savings and investment Sustainability Fund to generate ongoing income that supports our mission.

Better Giving ensures:

- Simplified donation flow and donation form. With automated donation receipt for your tax requirements.
- Any donations start to gain yield quickly.
- Long-term financial stability, reducing reliance on fluctuating grants and donations.
- Greater flexibility for impactful projects without immediate funding concerns.
- Enhanced credibility, attracting more support and partnerships.
- Peace of mind for our staff and leadership.

This partnership with [Better Giving](#) enables us to accept **many** different currencies, digital wallet and bank transfers and even including cryptocurrencies. As well as stocks, checks and DAF donations - if you have a DAF, it's very easy to use!

All being potentially tax-efficient donations.

Your support is vital for our continued success and positive impact on society.

Please consider contributing today.

You can donate directly through our page on the [Better Giving marketplace](#) (add link) or on our donation page. [Add link or amend delete as appropriate](#)

This Giving Tuesday, we are working to make it BETTER Giving Tuesday.

Please donate so that we can keep using your contributions today, well into the future.

Yours sincerely...

KEEP IN TOUCH!



Copyright © 2024 Better Giving. All rights reserved. The information provided by Better Giving in this material is for informational and illustrative purposes only, and is subject to change.