



**Amplify Austin**

## Sample Emails for HR and CSR Managers

*This document shares sample emails designed to encourage employee participation in Amplify Austin Day 2021, our community's day of giving in support of 675+ local nonprofits.*

*Please customize as you see fit and thank you for helping to make this year's Amplify Austin Day a great success!*

*Email header graphic available for download [here](#).*

### **February 18 (two weeks out): Mark Your Calendar for Amplify Austin Day**

At a time when our nonprofit sector is working overtime to meet the extraordinary needs of our community, at [COMPANY NAME], we believe in responding with extraordinary support. We are proud to stand with I Live Here I Give Here (ILHIGH) and help advance their mission to make Central Texas the most generous community in the nation.

I Live Here I Give Here organizes Amplify Austin Day, the biggest day of online giving in Central Texas. It serves to connect the community with hundreds of nonprofits over the course of 24 hours to raise funds critical to sustaining and growing a vibrant nonprofit sector. Amplify Austin Day 2021 takes place March 4 & 5, and new this year ILHIGH is launching Amplify LIVE, a celebrity-driven virtual experience to raise awareness about the campaign. This round-the-clock livestream will celebrate the impact of collective giving and tell the stories of the Central Texans who inspire it.

As a company, we'll be participating as a Business Fundraiser. You can check out our company page here [INSERT BUSINESS FUNDRAISER PAGE LINK] and help us meet our goal to [INSERT DONOR PARTICIPATION OR DOLLAR GOAL]. You can make an early gift of any size to a local cause that is important to you, beginning now through March 5. Or, mark your calendar and join us in a couple weeks for the official start of the campaign!

**[Optional matching language: We are committed to amplifying your gift to go further for your cause by matching....]**

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### **February 25 (one week out): Give Back Local on Amplify Austin Day**

At [COMPANY NAME], we believe that giving back to the local community helps create a more equitable and prosperous environment for all. That's why we've teamed up with I Live Here I Give Here on Amplify Austin Day, March 4-5.

This year, Amplify Austin Day aims to achieve a participation goal of 60,000 donors in 24-hours for more than 675 local nonprofits that address our community's most pressing needs and make Central Texas the place where we love to live, work, and play.

We encourage you to participate alongside your colleagues and neighbors by making a gift of any value of \$5 or more to a cause that's important to you, beginning now through March 5 at 6pm.

**[Optional matching language: We are committed to amplifying your gift to go further for your cause by matching....]**

How to Participate in Amplify Austin Day:

- Search by keyword or cause category to find a local nonprofit advancing a cause that is important to you and make a gift at [AmplifyATX.org](https://AmplifyATX.org). If you are interested in winter storm disaster relief efforts, considering making your gift to the [ILHIGH Amplify: Disaster Relief Fund](#) to support 130+ nonprofits.
- When you make a gift, be sure to select our company name at checkout to have your gift counted toward our collective totals. Let's see what we can accomplish when we all join together and support the causes we love!
- Track our team's progress and community impact on our [company page](#) and see where we fall on the Business Fundraiser Leaderboards.
- Visit I Live Here I Give Here's social media channels and become a fan: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#)
- Post a story of why you give to your personal social media channels, and use the hashtag #ilivehereigivehere. Encourage others to join you in giving back.

Thank you for representing [COMPANY NAME] and for helping us give back to our local community!

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**[March 3 \(one day out\): Amplify Austin Day starts tomorrow. Details about Amplify LIVE with schedule](#)**

The biggest day of giving in Central Texas starts tomorrow at 6 p.m at [AmplifyATX.org](https://AmplifyATX.org). We invite you to participate by making a donation to your favorite local nonprofit. If you are interested in winter storm disaster relief efforts, considering making your gift to the [ILHIGH Amplify: Disaster Relief Fund](#) to support 130+ nonprofits.

New this year, the first-ever Amplify LIVE, produced in partnership with C3 Presents, will air during the campaign. This round-the-clock livestream will celebrate the transformative impact of collective giving and tell the stories of the Central Texans who inspire it. The line-up features celebrity guests, business leaders, musical performances and stories of local nonprofits.

Amplify LIVE is hosted by Judy Maggio, Host of ATX Together - Austin PBS, Trevor Scott, Host of We Are Austin - KEYE - CBS Austin, Joah Spearman, CEO and Founder - Localeur.

“Like” I Live Here I Give Here on [Facebook](#) to receive alerts for Amplify LIVE. Take a look at the primetime schedule:

Thursday, March 4 at 6 p.m. - Campaign Launch

- Courtney Manuel (CEO, I Live Here I Give Here)
- DJ Mel
- Talib Abdullahi (Tito’s Handmade Vodka, Black History Bike Ride)
- Adrian Quesada (Black Pumas) and Celeste Quesada (I Live Here I Give Here Board Member)
- Graham Williams (Concert Promoter)
- Mike Nellis (CEO, Austin Community Foundation)
- Liz Lambert (Austin hospitality exec)
- Amy Merida (Greater Round Rock Community Foundation)
- Charlie Sexton produces Alex Mass (Black Angels), Loulou (Thievery Corporation/Night Glitter), JJ Johnson (The Tedeschi Trucks Band), John Michael Schoeph (The Happen-Ins/Night Glitter), Anthony Farrell (Greyhounds)
- Nonprofit Member Spotlights

Friday, March 5 at 8:30 a.m. - Midway Check-In

- DJ Mel and Melody Afkami
- Kelley Knutson (Netspend)
- Rick Lopez (La Condesa)
- Bavu Blakes (Scholar Emcee)
- Early Giving Nonprofit Winners
- Patrick Dentler (C3 Presents)
- Nonprofit Member Spotlights

Friday, March 5 at 5:30 p.m. - Campaign Celebration and Close

- DJ Mel
  - Mayor Steve Adler
  - Laila and Jordan Scott (Reissa Foundation)
  - Evan Smith (Texas Tribune)
  - Jen and Joseph Strickland, Jeff Mettler, and Terri Hannifin Buis (Homeslice Pizza)
  - Charlie Sexton produces David Ramierez, Melat, JJ Johnson (The Tedeschi Trucks Band), John Michael Schoeph (The Happen-Ins/Night Glitter), Anthony Farrell (Greyhounds)
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## March 4 - 6P.M.: It's Time to Amplify Austin! Give Back Local Today and Tune Into Amplify LIVE

Amplify Austin Day starts now!

We invite you to take part in Central Texas' community-wide day of giving by making a gift to a local nonprofit now through tomorrow at 6pm.

If you tune in *right now* to [AmplifyATX.org](http://AmplifyATX.org) you'll catch the kick-off of the first ever Amplify LIVE, a livestream experience featuring local celebrities and round-the-clock stories of generosity in our community.

Help us reach our company goal of **[INSERT DONOR GOAL]** donors and the community goal of 60,000 donors in just 24 hours! **[Optional match language: When you give back to a cause that is important to you on Amplify Austin Day, we'll match your gift up to ...].**

We're proud to support the local nonprofits that make Central Texas the place where we love to live and work. We want to be on top of the leaderboards when it comes to local businesses giving back! It's time for us to show how generous we can be! How can you participate in Amplify Austin Day and represent team **[COMPANY NAME]**?

Just follow these simple steps:

- Search by keyword or cause category to find a local nonprofit advancing a cause that is important to you and make a gift at [AmplifyATX.org](http://AmplifyATX.org). If you are interested in winter storm disaster relief efforts, considering making your gift to the [ILHIGH Amplify: Disaster Relief Fund](#) to support 130+ nonprofits.
- When you make a gift, be sure to select our company name at checkout to have your gift counted toward our collective totals. Let's see what we can accomplish when we all join together and support the causes we love!
- Track our team's progress and community impact on our [company page](#) and see where we fall on the Business Fundraiser Leaderboards.
- Visit I Live Here I Give Here's social media channels and become a fan: [Facebook](#), [Instagram](#), [LinkedIn](#), & [Twitter](#)
- Post a story of why you give to your personal social media channels, and use the hashtag #ilivehereigivehere. Encourage others to join you in giving back.

Thank you for representing **[COMPANY NAME]** and for creating a supportive and generous environment for your colleagues, neighbors, friends, and family. When we give back together, we can make a transformative impact in our local community.

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## **March 5 - 8:00am: Start your day with Amplify LIVE and make your Amplify Austin Day gift**

Grab your coffee and tune in to Amplify LIVE. At 8:30am, DJ Mel and Melody Afkami with Melody DanceFit will get you moving with beats and dancing. Hear from leaders at Netspend and C3 Presents. And later, check out the Live, Give and Talk Here segments featuring Rick Lopez, Executive Chef -La Condesa, and Bavu Blakes, Scholar Emcee.

Don't forget to make your gift and show how generous **[COMPANY NAME]** can be!

Just follow these simple steps:

- Search by keyword or cause category to find a local nonprofit advancing a cause that is important to you and make a gift at [AmplifyATX.org](https://AmplifyATX.org). If you are interested in winter storm disaster relief efforts, considering making your gift to the [ILHIGH Amplify: Disaster Relief Fund](#) to support 130+ nonprofits.
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- Post a story of why you give to your personal social media channels, and use the hashtag #ilivehereigivehere. Encourage others to join you in giving back.

Thank you for representing **[COMPANY NAME]** and for helping us give back to our local community!

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## **March 8: Thank you for giving back to your community!**

Thank you for giving on Amplify Austin Day!

On Thursday and Friday, you showed up as a member of team **[COMPANY NAME]**, and also as a member of the community. Because of your generosity and enthusiasm across causes — from animal care to the arts, environment, education, human services, and more — our community continues to thrive and we are able to help support a vibrant nonprofit sector that addresses our community's most pressing needs and make Central Texas the place where we love to live, work, and play.

Even at a distance, you showed up.

Together, you donated \$\$\$\$ to ## local nonprofit organizations. **[Optional match language: We were proud to rise to the impressive bar you set and match \$\$\$\$ , amplifying the causes you care about.]** We are grateful for you and look forward to continuing to advance a culture of generosity and commitment to community at [COMPANY NAME].

Congratulations, team, on making a meaningful difference for important causes!