



Amplify Austin Day

Amplify Austin Day 2022 Sample Emails for Internal Communications

The following sample emails are designed to encourage employee participation in Amplify Austin Day. Customize as you see fit. Thank you for helping to make this year's Amplify Austin Day a great success!

Email header graphic and other branded templates are available for download [here](#).

IMPORTANT DETAILS

Event Name: Amplify Austin Day

Event Date: March 2-3, 6pm - 6pm

Event Website: AmplifyATX.org

Event Overview: [I Live Here I Give Here](#)'s signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$82 million dollars for the local community since 2013. During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd, residents across a 7-county region will come together to support more than 720 nonprofits by making a donation through the platform, AmplifyATX.org.

EMAIL #1

Purpose: To introduce employees to Amplify Austin Day and your company's participation.

Suggested Delivery Date: February 16, two weeks out from Amplify Austin Day

Subject Line: Take action with **[COMPANY NAME]** for Amplify Austin Day!

Central Texas has experienced tremendous growth over the past decade. Thousands of people have come to call Austin and the surrounding communities home. This has created a greater need for resources and support for local nonprofits. As Central Texas grows, so must giving.

At **[COMPANY NAME]**, we are proud to stand with I Live Here I Give Here and support our community's 10th annual Amplify Austin Day.

Amplify Austin Day, is the biggest day of giving in Central Texas, raising \$82 million dollars for the local community since 2013. **During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd,** residents across our 7-county region will come together to support 700 nonprofits by making a donation through the platform, AmplifyATX.org.

This year, our company is participating as a Business Fundraiser. We encourage our employees to make a gift of any size to a local cause that is important to you at AmplifyATX.org.

Grow the giving and help us meet our goal **[INSERT GOAL: for ## employees to participate / to raise \$\$ dollars]**.

Visit our company page at **[BUSINESS FUNDRAISER PAGE LINK]**.

[OPTIONAL MATCH LANGUAGE: We are committed to amplifying your gift to go further for your favorite cause. COMPANY NAME will match employee gifts 1:1, up to per employee/company wide]

Join us in making an impact on our local community this Amplify Austin Day (March 2-3)!

EMAIL #2

Purpose: To encourage early giving and introduce employees to AmplifyATX.org to make gifts.

Suggested Delivery Date: February 23, one week out from Amplify Austin Day

Subject Line: Help us grow the giving for Amplify Austin Day!

Amplify Austin Day is only one week away. At **[COMPANY NAME]**, we believe that giving back to the local community makes Central Texas a better place to live, work, and play.

That's why we're encouraging our employees to participate in Amplify Austin Day, March 2-3. From BIPoC-led social change organizations, to those who serve animal care, poverty, and veterans, these cause categories make mission-driven giving possible for everyone.

Help us meet our goal **[INSERT GOAL: for ## employees to participate / to raise \$\$ dollars]**.

A gift of \$5 makes a meaningful difference for a local nonprofit. And when we all give together, those small gifts have an incredible impact across our community.

If you want to get a head start, you can make an early gift instead of waiting until next week:

1. Go to AmplifyATX.org. Search by keyword or cause category to find a local nonprofit advancing a cause that is important to you. When you make a gift, be sure to select our company name at checkout to have your gift counted toward our collective totals.
2. Track our team's progress and community impact on our company page **[INSERT BUSINESS FUNDRAISER PAGE LINK]** and help us get recognized on the [Business Fundraiser Leaderboard](#).
3. Share your personal giving story online and use the hashtag #ilivehereigivehere. Encourage others to join you in giving back. Follow I Live Here I Give Here on social media: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [TikTok](#).

Together, we can help grow the giving this Amplify Austin Day on March 2 - 3, 2022 at AmplifyATX.org.

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

EMAIL #3 *(Added February 25, 2022)*

Purpose: Amplify Austin Day preview + DJ Mel benefit concert announcement

Suggested Delivery Date: February 25, 2022

Subject Line: Saturday Night In: Amplify Austin with DJ Mel

Next week – Wednesday, March 2 -Thursday, March 3 – our company is joining the Central Texas community to support more than 720 local nonprofits on Amplify Austin Day. This community-wide tradition has raised more than \$82 million for the place we call home. Visit AmplifyATX.org our company page at **[BUSINESS FUNDRAISER PAGE LINK]** to learn more.

We're in for a cold and rainy day tomorrow. If you're planning for a Saturday night in, start the Amplify Austin Day celebration early. **At 6pm-10pm CT, Austin's own DJ Mel is hosting a very special edition of "Living Room Dance Party" live on Twitch to help raise money for the [I Live Here I Give Here Amplify Fund](#).** This fund will be shared across the hundreds of nonprofits participating in Amplify Austin Day.

Have a great weekend, be safe, and stay tuned for more Amplify Austin Day announcements next week.

EMAIL #4

Purpose: To energize employees and remind them to participate in Amplify Austin Day.

Suggested Delivery Date: March 1, one day before Amplify Austin Day

Subject Line: Amplify Austin Day starts tomorrow!

The biggest giving event in Central Texas starts tomorrow at 6 p.m at AmplifyATX.org. We invite you to participate with the **[COMPANY NAME]** team by making a donation to your favorite local nonprofit.

Visit our company page at **[BUSINESS FUNDRAISER PAGE LINK]** to get started.

This year, our goal for Amplify Austin Day is **[INSERT GOAL: for ## employees to participate / to raise \$\$ dollars]**.

Let's show this community how generous **[COMPANY NAME]** can be when we join together to support our local nonprofit community.

EMAIL #5

Purpose: To announce the kick-off of Amplify Austin Day.

Suggested Delivery: March 2 at 4pm, two hours before Amplify Austin Day starts

Subject: It's time to Amplify Austin! Grow the giving and support local nonprofits.

Amplify Austin Day starts in just a couple of hours! [Make an early gift](#) before you log out today and be part of Central Texas' biggest day of giving by making a gift to a local nonprofit.

At 6pm, [tune in to Amplify LIVE](#) to catch the start of the campaign. This 24-hour livestream experience will feature musical performances by The Black Pumas, Durand Jones, and more. You'll also hear from local celebrities, hear from business leaders, and see round-the-clock stories of the work that nonprofits are doing in our community.

Check out our company page here **[INSERT BUSINESS FUNDRAISER PAGE LINK]**, and keep an eye how we're doing throughout the campaign.

[OPTIONAL MATCH LANGUAGE: When you give to a cause that's important to you, we'll match your gift up to...].

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

EMAIL #6

Purpose: To announce the second half of the campaign and continue encouraging employee giving.

Suggested Delivery: March 3 at 9am, final hours of Amplify Austin Day

Subject: Make your Amplify Austin Day gift before 6pm!

Amplify Austin Day is more than halfway over.

If you've already made a gift to support your favorite nonprofit, thank you for supporting our Central Texas community!

If you haven't yet made a gift, you can help grow the giving and show how generous **[COMPANY NAME]** can be!

Log onto [AmplifyATX.org](#) now. A gift of \$5 makes a meaningful difference for a local nonprofit. When we all give together, those small gifts have an incredible impact across our community. Be sure to select our company name at checkout to have your gift counted toward our goal to **[INSERT GOAL: for ## employees to participate / to raise \$\$ dollars]**.

To see your gift – and our community – in motion, [tune in to Amplify LIVE](#) to hear stories from the nonprofits that you're supporting.

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

EMAIL #7

Purpose: Campaign recap and thank you.

Suggested Delivery: March 4, the day after Amplify Austin Day

Subject: Thank you for giving back to our community! (Amplify Austin Day recap)

Thank you for giving on Amplify Austin Day!

During the last 24 hours you helped to show how generous team **[COMPANY NAME]** can be to our Central Texas community. Because of your generosity and support across causes – from animal care to the arts, environment, education, human services, and more – we supported our vibrant nonprofit sector that addresses our community’s most pressing needs and makes Central Texas the place where we love to live, work, and play.

Together, we supported more than 720 nonprofits and neighbors across a 7-county region! **[OPTIONAL MATCH LANGUAGE: We’re proud to rise to the impressive bar you’ve set. Our company will be matching \$\$\$ to amplify the causes you care about. To request your matching gift....].**

We are grateful for you and look forward to continuing to advance a culture of generosity across our company and within the Central Texas community.

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