The following sample emails are designed to encourage employee participation in Amplify Austin Day. 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 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 700 nonprofits by making a donation through the platform, AmplifyATX.org.

SAMPLE EMAILS

EMAIL #1
Suggested Delivery: 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 to [CHOOSE GOAL: reach ## donors OR raise $$$ dollars].

Check out our company page at [BUSINESS FUNDRAISER PAGE LINK].

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

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

EMAIL #2
Suggested Delivery: 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've teamed up with I Live Here I Give Here on Amplify Austin Day, March 2-3 to [INSERT COMPANY GOAL].

On Amplify Austin Day, 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.

How You Can Participate in Amplify Austin Day:

1. 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. 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.

2. When you make a gift, be sure to select our company name at checkout to have your gift counted toward our collective totals.

3. Track our team’s progress and community impact on our company page and help us get on top of the Business Fundraiser Leaderboard.

4. 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.

5. Tune into the 24-hour livestream Amplify LIVE. Catch performances by Black Pumas, Durand Jones, and hear from dozens of participating local nonprofits. Watch the broadcast on Amplify LIVE, YouTube, and Facebook, and Austin Public (Channel 10).

[Optional matching language: We are committed to amplifying your gift to go further for your cause by matching....]
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
Suggested Delivery: March 1, one day before Amplify Austin Day

Subject: Amplify Austin Day starts tomorrow!

The biggest day of giving 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.

You can also show support by watching Amplify LIVE, Amplify Austin Day's 24-hour livestream event. Watch the broadcast on AmplifyATX.org, Austin Public Channel 10, and I Live Here I Give Here's YouTube and Facebook pages starting at 6pm tomorrow night. View the schedule and more details at AmplifyATX.org/LIVE

This year, our goal for Amplify Austin Day is [CHOOSE GOAL: to see ## employees give/raise $$$ dollars]. We can't wait to impact the local community that we love with your help!

Let’s see what we can accomplish when we all join together and support the causes we love!

EMAIL #4
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 AmplifyATX.org/LIVE to catch the kick-off of Amplify LIVE, a livestream experience featuring local celebrities and round-the-clock stories of generosity in our community.

Check out our company page here [INSERT BUSINESS FUNDRAISER PAGE LINK], make a gift of any size to a local cause that is important to you and help us meet our goal to [CHOOSE GOAL: reach ## donors OR raise $$$ dollars].

[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. Help us reach the top of the leaderboards when it comes to local businesses giving back!

How can you participate in Amplify Austin Day and represent [COMPANY NAME]?

Just follow these simple steps:

1. 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. 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.

2. 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!

3. Track our team’s progress and community impact on our company page and see where we fall on the Business Fundraiser Leaderboards.

4. 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.

5. Tune into the 24-hour livestream Amplify LIVE, the 24-hour livestream produced by C3 Presents. Catch performances by Black Pumas, Durand Jones, and hear from dozens of participating local nonprofits. Watch the broadcast on AmplifyATX.org/LIVE, Austin Public (Channel 10), YouTube, and Facebook.

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.

EMAIL #5

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

Subject: Make your Amplify Austin Day gift before time runs out!

Amplify Austin Day is more than halfway over.

If you’ve already made a gift to support a local 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!
Head over to 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 [CHOOSE INSERT GOAL: to see ## employees give/raise $$$ dollars]

Track our team's progress and community impact on our company page and see where we fall on the Business Fundraiser Leaderboards.

Let's see what we can accomplish when we all join together and support the causes we love! It's time to challenge every Central Texan to show up like never before, post a story of why you give to your personal social media, and use the hashtag #ilivehereigivehere and encourage others to join Amplify Austin Day!

Follow I Live Here I Give Here's social media for the latest update: Facebook, Instagram, LinkedIn, Twitter & TikTok

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

EMAIL #6
Suggested Delivery: March 4, after Amplify Austin Day

Subject: Thank you for giving back to our community!

Thank you for giving on Amplify Austin Day!

During the last 24 hours you helped to show how generous the team [COMPANY NAME] can be to our Central Texas community. Because of your generosity and enthusiasm 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 700 nonprofits and residents across a 7-county region! [Optional match language: We are 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 our Central Texas community at [COMPANY NAME].

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