



# Amplify Austin Day

## Sample Emails for Internal Comms

*Amplify Austin Day 2023 for Business Fundraisers*

### Overview

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!

### Design Assets

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

### Important Details

**Event Name:** Amplify Austin Day

**Event Date:** March 1-2, 6pm - 6pm

**Event Website:** [AmplifyATX.org](https://AmplifyATX.org)

**Event Overview:** [I Live Here I Give Here](#)'s signature program, Amplify Austin Day, offers every community member the opportunity to give. Since 2013, this annual event has raised \$92.8 million dollars, making it the biggest giving event in Central Texas. **During a single 24-hour period, from 6pm on March 1st, to 6pm on March 2nd**, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation through the platform, [AmplifyATX.org](https://AmplifyATX.org).

### Email Copy

#### Email #1

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

**Suggested Delivery Date:** February 15, two weeks out from Amplify Austin Day

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

At **[COMPANY NAME]**, we are proud to stand with [I Live Here I Give Here](#) and support [Amplify Austin Day](#).

Amplify Austin Day is the biggest giving event in Central Texas, raising \$92.8 million for the local community since 2013. During a single 24-hour period, from **6pm on March 1st, to 6pm on March 2nd**, residents across a seven-county region will come together to support more than 700 nonprofits by making a donation at [AmplifyATX.org](#).

On Amplify Austin Day, donors can make an impact on their collective community with a gift of \$5 or more. The 700+ participating local nonprofits are organized into 19 Cause Categories to help donors find new organizations to support. From racial equity and civil rights, to those who serve animal care, children, and veterans, these cause categories engage everyone in mission-driven giving. As one donor said, “It’s THE day that energizes our community to give back.”

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](#).

Amplify good 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 1-2)!

## **Email #2**

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

**Suggested Delivery Date:** February 22, one week out from Amplify Austin Day

**Subject Line:** Help us amplify good on 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 1-2. From racial equity and civil rights, to those who serve animal care, children, and veterans, there are hundreds of organizations to engage everyone in mission-driven giving.

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 hashtags #ILiveHereIGiveHere and #AmplifyAustin. Encourage others to join you in giving back. Follow I Live Here I Give Here on social media: [Instagram](#), [Facebook](#), [LinkedIn](#), [Twitter](#) and [TikTok](#).

Together, we can help amplify good on March 1-2, at [AmplifyATX.org](#).

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

### **Email #3**

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

**Suggested Delivery Date:** February 28, 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](https://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 #4

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

**Suggested Delivery:** March 1 at 4pm, two hours before Amplify Austin Day starts

**Subject:** It's time to Amplify Austin! Amplify good by supporting 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 giving event by making a gift to a local nonprofit.

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 #5

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

**Suggested Delivery:** March 2 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](https://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]**.

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

## Email #6

**Purpose:** Campaign recap and thank you.

**Suggested Delivery:** March 3, 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 generous donations 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 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!