



Since 2014 **Big Give** has helped over **1,000 local nonprofits** connect with more than **242,000 individual donors** and collectively raise in excess of **\$30 million** to support the critical services they provide our community

SAMPLE EMAILS

These emails offer a sample of what you could send out to employees and customers to get the team excited about Big Give.

1 MONTH to 1 WEEK OUT

SUBJECT LINE: Help us support the nonprofits who make this community great! Join (COMPANY NAME) for **#BigGive2021**

On September 23 businesses and individuals across our region will come together to support our local nonprofits during Big Give. We are so excited to be part of this exciting giving event.

Haven't heard about Big Give? It is South Central Texas' 24-hour giving day supporting the nonprofit agencies who help make our community such a great place to live. Since 2014 Big Give has helped over 1,000 local nonprofits connect with more than 242,000 individual donors and collectively raise in excess of \$30 million to support the critical services they provide our community.

(IF MATCHING INSERT): Your donations to local nonprofits at thebiggive.org will be even BIGGER this year. (COMPANY NAME) is offering bonus dollars as an incentive to give. (Describe program here i.e. dollar for dollar, up to a certain amount, lump sum to reach goal etc.)

How can you participate?

1. Visit thebiggive.org to search hundreds of participating nonprofit agencies
2. Donate to a nonprofit. Become a Big Give individual fund raiser for one or more nonprofits of your choice. You can start donating as soon as the site opens at midnight on September 16. Remember to select (COMPANY NAME) at checkout!
3. Mark your calendar! Add to your Google, iCal or Outlook and share with friends.
4. Spread the word! Let your network know about Big Give and who you are supporting. Use the hashtag **#BigGive2021** to be part of the conversation.

For questions about Big Give and how you can get involved please visit thebiggivesa.org or contact (COMPANY NAME).

Regards,
(COMPANY CONTACT NAME)

1 WEEK to 1 DAY OUT

SUBJECT LINE: Final Countdown to Big Give

Big Give is almost here!

Just one week (OR 24 HOURS) from right now at midnight on September 23 our community will come together for #BigGive2021 and we want to invite YOU to be part of the giving fun.

When you make a donation at thebiggive.org make sure you select (YOUR COMPANY) at checkout and track our progress on the Business Leaderboard.

(IF DOING A MATCH) Your online donations to local nonprofits will be increased during the 24-hour giving period thanks to the generosity of (YOUR COMPANY). (YOUR COMPANY) is offering bonus dollars as an incentive to give (describe your matching program).

Last year our community raised over \$4 million in 24 hours. Will you help us continue providing this vital support to those nonprofits who do so much for our community?

Every dollar counts so please visit thebiggive.org to find your favorite cause (or causes). And this year giving to multiple organizations will be even easier using our new Gift Basket feature.

(INSERT IMPORTANT REMINDERS ABOUT DETAILS SPECIFIC TO YOUR BUSINESS' PARTICIPATION HERE)

For questions about Big Give and how you can get involved please contact (COMPANY CONTACT).

Regards,

Company Representative

THANK YOU EMAIL

This is a sample email that you can use to send to employees and/or customers shortly after Big Give

Thank you for taking the time to join us and help care for our community During Big Give. Over _____ employees/customers came together to raise over \$ _____.

These crucial funds will serve to support the hundreds of South Central Texas nonprofit agencies whose important work improves the lives of each and every one of us. This means more services for our military, homeless and elderly; more beautiful parks, waterways and public spaces; fewer abandoned animals and people; better education and arts. Regardless of who you chose to donate to, we thank you for your generosity.

We are so lucky to have a company with caring individuals who support each other and the folks around them.

Thank you again for sharing your love of our community by supporting your favorite cause through Big Give!

(COMPANY REPRESENTATIVE)

thebiggive.org