



#GivingTuesdayNM

Sample Email Language

Challenge or Matching Grant Request

Dear _____,

We are excited to participate in #GivingTuesdayNM to help kick-start [ORGANIZATION NAME]'s giving season. This year #GivingTuesdayNM will be on Tuesday, November 27, 2018, and as you may be aware, is part of the global day of giving known as #GivingTuesday.

Last year was the 3rd statewide initiative in New Mexico, and more than 240 nonprofits in 34 communities came together on #GivingTuesdayNM and raised over \$383,000 for their work!

I am writing to ask for your help as we are thinking about strategies to leverage donations. Research shows that even a small matching or challenge grant makes a big difference with new, lapsed, and younger donors. Among our key goals on #GivingTuesdayNM is growing our base of constituents for our important work.

As a generous supporter, you know how important our work is to the community. Will you help us spur additional engagement and attract new supporters with a matching or challenge grant?

I would appreciate an opportunity to share with you our specific #GivingTuesdayNM goals that a matching gift would help us to achieve.

Thank you for being one a dedicated supporter. Your giving has a significant impact on our mission to [INSERT PHRASE ABOUT YOUR WORK]. I'll follow up with you to discuss this exciting campaign.

Thank you so much for your commitment to our work!

Sincerely,

[Your Name]
[Your Nonprofit]



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Sample Email Language

Communicating participation in #GivingTuesdayNM

Dear _____,

This year, on Tuesday, November 27, 2018, [ORGANIZATION NAME] is participating in #GivingTuesdayNM, part of the global day of giving known as #GivingTuesday.

Last year was the 3rd statewide initiative in New Mexico, and more than 240 nonprofits in 34 communities came together on #GivingTuesdayNM and raised close to \$383,000 for their work!

We are excited to be part of the #GivingTuesdayNM coalition this year and invite you to join the movement. You can help by letting your friends, family, and colleagues know that #GivingTuesdayNM is coming on November 27.

Also, make sure to give on November 27. You can find the list of participating organizations at www.GivingTuesdayNM.org.

Here are some ideas for helping to spread the word:

1. Let local elected officials, partner nonprofits, and small businesses know about #GivingTuesdayNM. Encourage them to sign up at www.GivingTuesdayNM.org.
2. Use the hashtag #GivingTuesdayNM to talk about the New Mexico nonprofits and causes you care about and support.

The best way to give back to the community in which we live is by coming together to support one another. This can be through dollars, time, or other ways that feel meaningful.

#GivingTuesdayNM is not about just one sector, cause, or community. #GivingTuesdayNM is about New Mexico. Together we can do more.

Thank you,

[Your Name]

[Your Nonprofit]