

Celebrating the Generosity of Our Region

Sample E-Blasts

Connecting with your existing networks through email is a great way to keep your participation in East Bay Gives top of mind. We have drafted three different email blasts for you to adapt for your organization. Send these to donors, staff, your Board, and community members.

E-Blast 1: Use for general announcement

Dear [INSERT NAME],

On May 4, 2017 [ORGANIZATION NAME] will be participating in East Bay Gives, a 24-hour-online giving blitz celebrating the generosity of the Bay Area.

Last year, East Bay Gives successfully rallied over 8,000 donors to raise more than \$1 million for non-profits like ours that make the East Bay region a special place to live, work and thrive. In 2017, East Bay Gives aims to mobilize more than 40,000 people to give \$5 million to support hundreds of non-profits in the East Bay, Silicon Valley, and San Francisco.

This year, [FOR NPOS: INSERT LANGUAGE HERE ABOUT WHAT YOUR ORGANIZATION IS AIMING TO RAISE THIS YEAR. WHAT WOULD THE FUNDS RAISED HELP YOU ACCOMPLISH? SHARE A STORY DEMONSTRATING THE NEED AND YOUR IMPACT]. Will you join the #EastBayGives movement and help our nonprofit have the best day of giving yet? Here are three ways you can get involved:

- VISIT: Starting at midnight on May 4, 2017, visit www.EastBayGives.org from your desktop, laptop, or mobile device.
- GIVE: Simply select [INSERT NAME OF YOUR ORGANIZATION] and make your donation.
- SHARE: Use #EastBayGives on Facebook and Twitter to spread the word and encourage your network to join the movement with you.

We couldn't do this work without the support of our community! Thank you for your generosity.

Thanks!

[INSERT NAME]

[ORGANIZATION NAME]

E-Blast 2:

Send this e-blast the week before East Bay Gives to remind people and drum up excitement for the day of.

Dear [INSERT NAME],

East Bay Gives is almost here!

The 24-hour-online giving blitz celebrating the generosity of the Bay Area will kick off May 4 at 12 AM. This year, [INSERT STATEMENT ABOUT YOUR ORGANIZATION GOAL].

Supporting us for East Bay Gives is simple and safe: visit www.EastBayGives.org on your laptop, desktop, or mobile device, select [INSERT ORGANIZATION NAME], and make your donation.

For live updates on our East Bay Gives progress, make sure to follow us online at [INSERT RELEVANT SOCIAL MEDIA HANDLES]. You can also spread the word on social media using #EastBayGives.

Thank you for your generosity, and get ready to give!

[INSERT NAME]
[ORGANIZATION NAME]

E-Blast 3:

Send this e-blast on May 4 to get donors excited about potential prizes.

Dear [INSERT NAME],

Ready, set, give! #EastBayGives is happening now.

At [INSERT ORGANIZATION NAME], we have been busy getting ready for the 24-hour-online giving blitz that started this morning at 12:00 AM and goes through tonight at 11:59 PM.

Part of what makes East Bay Gives such a fun and important day for [INSERT ORGANIZATION NAME] and our fellow community organizations is the ability to win cash prizes throughout the 24 hours. It is just the boost we need to get excited and meet our goals - and we can't do it without your support!

East Bay Gives will be giving out \$100,000 for this year's participating nonprofits. Last year, one organization was able to win \$16,000 on top of their individual donations. Help us win as many of the 24 hours of cash prizes as we can by donating today!

Will you join the East Bay Gives movement and help us make this our best giving day yet? The minimum donation is \$20, and every dollar counts.

Thank you for your continued support!

[INSERT NAME]
[ORGANIZATION NAME]
[LINK TO EAST BAY GIVES PROFILE]