Email Content General Guidelines

Who to target?

The backbone of email strategy for UC San Diego’s first annual giving day, called u.give, is peer-to-peer outreach. Start with who you know—friends, family, mentors—those who may be personally invested in your success. Then, expand your thinking to those within your personal network—colleagues, like-minded peers, or those who may have a passion for your project.

When to send?

Early and then often

Let people know that you’re participating in u.give—and, most importantly, what’s motivating you to do so. Provide clear ways for your audience to participate, and let them know how they can amplify your message on their social media pages.

We recommend sending the following messages:

1.) at least one message the week before launch,
2.) a message announcing that u.give has begun,
3.) multiple messages during the day of u.give, and then
4.) a stewardship email after u.give ends.

Draft messages and content will be provided for u.give ambassadors
Whenever you hit a fundraising milestone during u.give.

Translate the momentum and excitement of your campaign into additional email and social media opportunities to engage those who have yet to participate. When your audience sees other people contributing to your success, they may be encouraged to make a donation themselves.

**Time-sensitive reminder(s).**

Spur your audience to action by encouraging them to give by a certain deadline, during a match challenge, or a specific timeframe. Framing the email as urgent could provide a much-needed boost to convert those on the fence, or to convince those leading a busy life to give at that exact moment.

**After u.give concludes.**

Thank your supporters for helping you reach your goal — and, if appropriate, let them know how they can stay involved with your cause.

**Email Language/Layout Tips**

**Construct your email language appropriately per person and audience.**

The way you speak to your family and friends may be different than how you connect with colleagues and like-minded peers.

**Write like you speak.**

Your speaking voice is more likely to connect with a potential donor than overly formal language, so don’t overthink it.

**Make it personal and urgent.**

Appeal to human interest. Why is this cause important to you? Why is it important that your cause receives these funds — what good will your cause do with the donation?

**Keep it as tight as possible.**

Keep exclamation points to a minimum.

**Use a P.S. to highlight an aspect of your ask.**
Example: Sharing on social.

Example: Re-highlighting your call to give.

**Focus on the second-person voice.**

With your help... You can... What you do...

**Use easy to read fonts.**

**Email Samples**

**Pre-Giving Day**

Dear [recipient’s preferred name],

I just wanted to share this great news! [Insert a relevant or personal message].

UC San Diego is preparing to launch its first annual giving day campaign, called u.give. This exciting event begins May 16, 2019 at 6 a.m. and continues for 32 hours – 1960 minutes in honor of our founding year.

Why give? Because no matter the size, your gifts matter! I will be raising money for [Insert project name]. [Explain why you’re raising funds for this project. Why is it personally meaningful to you? What impact does it have on you, those around you, students, communities, etc.]

I hope I can count on you as the entire UC San Diego community unites to show our Triton pride by making a gift of any size to (insert this fund).

Together we can make this first u.give day a day the campus will always remember!

Best,

[Your name]

P.S. I’ll be using my social media to help promote our project and to help build momentum for u.give. Please share my project using hashtag #ugive on your social media too. If you do, I hope you’ll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.
**Giving Day Announcement**

Dear [recipient’s preferred name],

Today is the big day. UC San Diego’s first giving day, u.give is on! We have 1960 minutes to do something extraordinary. What you choose to do in the next minute matters.

As I previously shared, during u.give I’m raising money for [Insert project name], and I could really use your help. We’re trying to raise money to [list goals in as much detail as possible]. Every gift at any size, matters because it will help us move closer to reaching our donor/gift goal. Will you take a minute to make a difference? To make a donation on our project page visit: [insert URL to campaign page].

Best,
[Your name]

P.S. Please share on your social media, too, with the hashtag #ugive and please tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

**Update Email (We recommend 2-3 of these)**

Dear [recipient’s preferred name],

If you’ve already made your gift thank you and thank you for sharing on social media! I’m excited to let you know that XX people have contributed to [your cause, project, event, etc.] during u.give so far! There are XX hours left in UC San Diego’s first annual giving day and I’d like to see that number rise. We’re so close to reaching our goal of (XX donors, whatever you think is more compelling) — if you haven’t made your gift yet, can I count on you to help us?? Every gift matters! I can’t say that enough. You can make a donation on our project page: [insert URL to campaign page]. We plan to use the money to [list out goals in as much detail as possible]. Please let me know if you have any questions.

Best,
[Your name]
P.S. Thank you in advance for your support. Please share our success on your social media too! Use the hashtag #ugive and tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

**Last Call Email (To be sent Friday by X time)**

Dear [recipient’s preferred name],

There is only [number] of hours left during UC San Diego’s first annual giving day, u.give, to raise as many gifts as we can for [project]. Please consider making a donation to help us finish u.give strong. With your help, our project will [list out goals in as much detail as possible]. You can easily make a donation on our project page: [insert URL]. You can also help by sharing our project page on your social media using the hashtag #ugive to help me reach more people. Last, I hope you’ll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle; and Instagram: @YourHandle.

Thank you for supporting a great cause and a great university.

Best,

[Your name]

P.S. If you already made a donation, I can’t thank you enough. So far, we’ve raised $XX and XX spirited people have contributed. If you haven’t made a donation yet, please join me and make a donation by [deadline] to help our project succeed.

**Wrap-up Thank You Email (To be sent within 24 hours of u.give ending, but preferably by the end of the day)**

[The university will send a thank you to all participants, but it never hurts for your key supporters to hear a final thanks directly from you.]

Dear [recipient’s preferred name],
We did it! [Or if you didn’t quite reach your goal. We had an amazing response thanks to many or you! Insert a relevant or personal anecdote.] UC San Diego’s first annual giving day, u.give, received enthusiastic support from around the world. And [project] attracted $XX from XX spirited Tritons and Triton-supporters.

Thank you for supporting me during this first u.give experience by reading my emails, asking me questions, sharing on social media and for contributing to a great cause that will [list out goals].

We couldn’t do it without you!

Thank you again,

[Your name]

P.S. If you intended to donate but ran out of time, you can still make a donation on our project page: [insert URL].