

The COVID-19 Fundraising

Template Kit for Nonprofits

dp | donorperfect

GIVING
TUESDAY



NOW



Hi There.

Before you begin to work through the templates in this kit, we invite you to take a moment to reflect upon a positive reality that no pandemic can change: your donors believe in your mission and they trust you and your staff to make it become a reality. They've supported you and your cause in the past, and in this time of need, they're passionate about supporting you now.

In addition to the donors you have, millions of folks who are counting their blessings are seeking to pay it forward by helping out an organization like yours. By encouraging your board and donors to share, forward, and retweet your social media posts and emails, you can attract new supporters and grow your community even with limited resources.

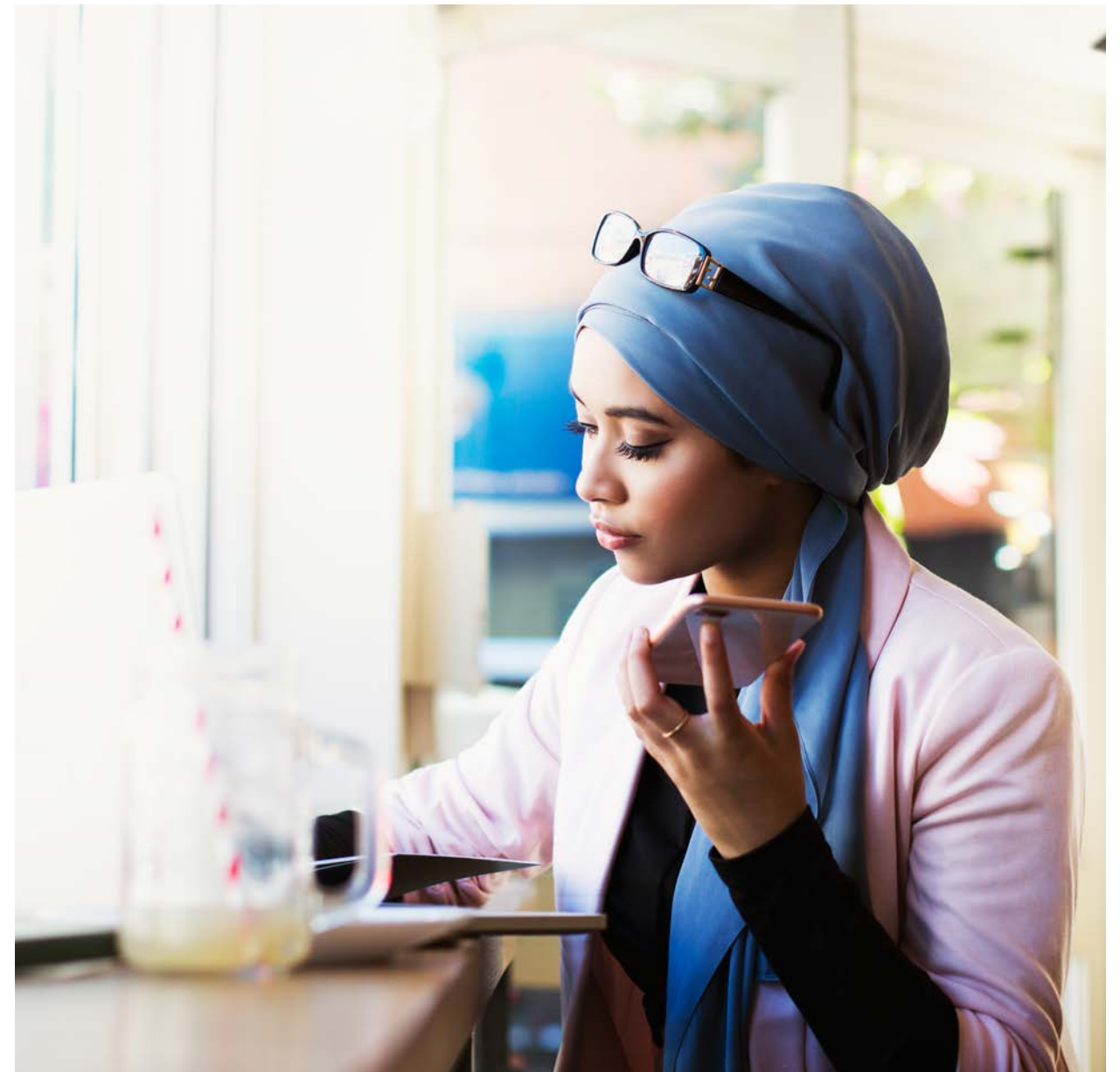
You've got this because you're not alone. We're all in this together. Now, let's get to work on your fundraising campaign!

All our best to wonderful you, your loved ones, and your entire organization,

The DonorPerfect Team

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Start Crafting Your Campaign

Even as the world slows down, your mission continues. These templates are meant to save your staff members time while helping you effectively engage your donors. All you need to do is copy them, paste them into a doc, and fill in the blanks Mad-Libs style to tailor them to your organization. It's really that simple!

Section 1

Campaign Launch Templates

Campaign Launch Templates

Now is the time to craft your fundraising ask in a way that reflects the challenges your organization is facing in our current climate due to the COVID-19 pandemic.

Use these email and social media templates to convey to your donors how much they mean to you and how you can all work together to make a difference, even when social distancing is keeping you apart.

The key to achieving maximum engagement? Invite your donors to pitch in in multiple ways through email. Check out the templates below and modify them in the way that works best for you.



Email Template

SUBJECT LINE: [#] ways you can support [NONPROFIT NAME]'s COVID-19 Relief Fund from home

BODY COPY:

Hi [FIRST NAME],

In these challenging times, we're incredibly heartened by the community surrounding our cause, especially because you are a part of it. Together, we know we can accomplish anything.

Because even COVID-19 can't stop our mission of [YOUR MISSION], we'd be honored if you'd consider helping us out from the safety and comfort of your home. From giving to our COVID-19 Relief Fund to sharing our posts on social media, there are lots of ways you can help [WHO/WHAT YOU'RE HELPING] at this time. [PHOTO OF WHO/WHAT YOU'RE HELPING]

5 Ways to Support [NONPROFIT NAME] From Home

Donate to Our COVID-19 Relief Fund

Every little bit helps. Your gift will go directly to [WHO/WHAT YOUR COVID-19 RELIEF FUND WILL HELP]. Thank you for supporting us during this critical time.

[DONATE NOW]

Follow Us on Social Media

Keep tabs on all that we're up to by following us on social media. It's the easiest way you can see the difference we're all making together in real-time. Follow us on Facebook and Twitter.

Fundraise with Your Whole Family

Create your own fundraising page to raise money for the [NONPROFIT NAME] COVID-19 Relief Fund. Your kids can help you personalize your fundraiser by posting photos and writing a story about why you're supporting us. Next, share it with friends and family.

Treat Yourself at Our Online Auction

We're auctioning off [AUCTION ITEM], [AUCTION ITEM], [AUCTION ITEM], and more to benefit our COVID-19 Relief Fund. The auction ends on [DATE], so don't delay. Place your bids today!

Be the "Sharers of Good News"

Enjoyed a family Pinterest project? Saw a beautiful story on the news that made you ugly cry? Share your photos, favorite sites, and inspiring stories and quotes on our Facebook page.

Thanks, as always, for your continued support of [NONPROFIT NAME]. We wish you and your loved ones safety, comfort, and all our best as we face the months ahead together as a community.

Your Friends at [NONPROFIT NAME]

Hi Genevieve,

In these challenging times, we're incredibly heartened by the community surrounding our cause, especially because you are a part of it. Together, we know we can accomplish anything.



Because even COVID-19 can't stop our mission of rescuing homeless pets, we'd be honored if you'd consider helping us out from the safety and comfort of your home. From giving to our COVID-19 Relief Fund to sharing our posts on social media, there are lots of ways you can help dogs like Betty at this time.

5 Ways to Support Paws + Claws Animal Rescue From Home

Donate to Our COVID-19 Relief Fund

Every little bit helps. Your gift will go directly to staff members and foster parents who are hosting our rescue pets in their homes. Thank you for supporting us during this critical time.

[DONATE NOW](#)

Follow Us on Social Media

Keep tabs on all that we're up to by following us on social media. It's the easiest way you can see the difference we're all making together in real-time. [Follow us on Facebook](#) and [Twitter](#).

Fundraise with Your Whole Family

[Create your own fundraising page](#) to raise money for the Paws + Claws Animal Rescue COVID-19 Relief Fund. Your kids can help you personalize your fundraiser by posting photos and writing a story about why you're supporting us. Next, share it with friends and family.

Treat Yourself at Our Online Auction

We're auctioning off gift cards to Smoke 'n' Beers BBQ, designer handbags, tech accessories, and more to benefit our COVID-19 Relief Fund. The auction ends on May 20th, so don't delay.

[Place your bids today!](#)

Be the "Sharers of Good News"

Enjoyed a family Pinterest project? Saw a beautiful story on the news that made you ugly cry? Share your photos, favorite sites, and inspiring stories and quotes on our [Facebook page](#).

Thanks, as always, for your continued support of Paws + Claws Animal Rescue. We wish you and your loved ones safety, comfort, and all our best as we face the months ahead together as a community.

Your Friends at Paws + Claws Animal Rescue

Social Media Templates

Save time on your social media campaign by turning each opportunity you listed in your initial email into its own social media post. (You'll see how we did it in our examples below!)

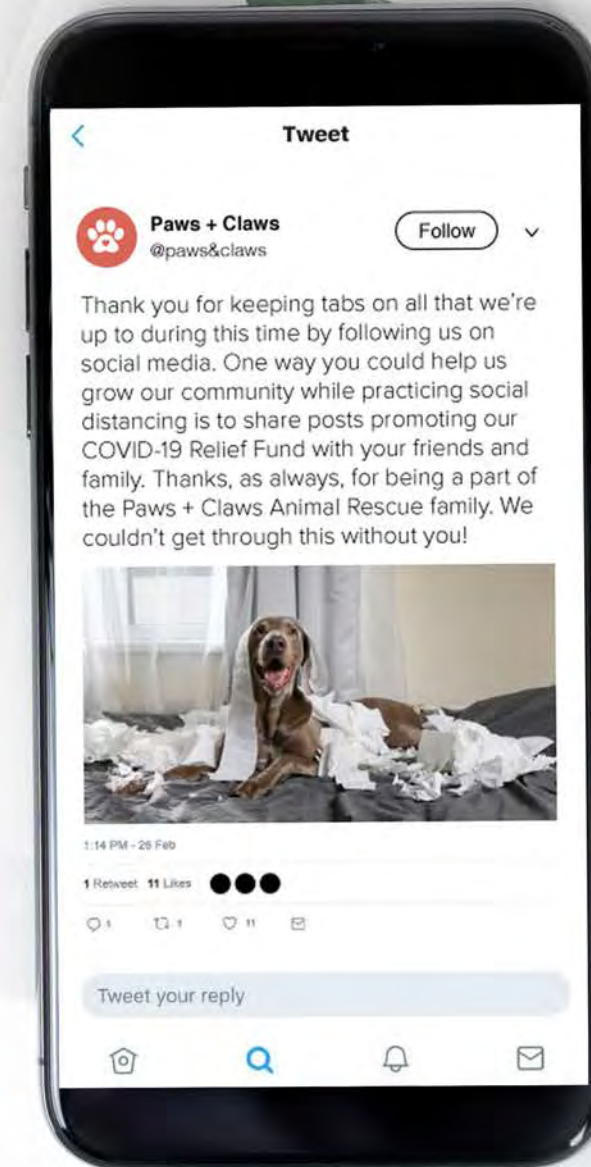
SOCIAL MEDIA POST TEMPLATE #1

If you're able, consider donating to our COVID-19 Relief Fund today. Every little bit helps. Your gift will go directly to [WHO/WHAT YOUR COVID-19 RELIEF FUND WILL HELP]. Give here: [LINK TO DONATION FORM] [IMAGE PROMOTING YOUR COVID-19 RELIEF FUND]



SOCIAL MEDIA POST TEMPLATE #2

Thank you for keeping tabs on all that we're up to during this time by following us on social media. One way you could help us grow our community while practicing social distancing is to share posts promoting our COVID-19 Relief Fund with your friends and family. Thanks, as always, for being a part of the [NONPROFIT NAME] family. We couldn't get through this without you! [IMAGE PROMOTING YOUR COVID-19 RELIEF FUND]



SOCIAL MEDIA POST TEMPLATE #3

Are your kids bored? SO bored? Why not round up your whole crew and fundraise with your family? Create your own fundraising page to raise money for the [NONPROFIT NAME] COVID-19 Relief Fund. Your kids can help you personalize your fundraiser by posting photos and writing a story about why you're supporting us. Once your page is set, share it with your friends and family via social media and email. Create your page here: [LINK TO YOUR CROWDFUNDING CAMPAIGN PAGE]

[IMAGE PROMOTING YOUR COVID-19 RELIEF FUND CROWDFUNDING CAMPAIGN]

SOCIAL MEDIA POST TEMPLATE #4

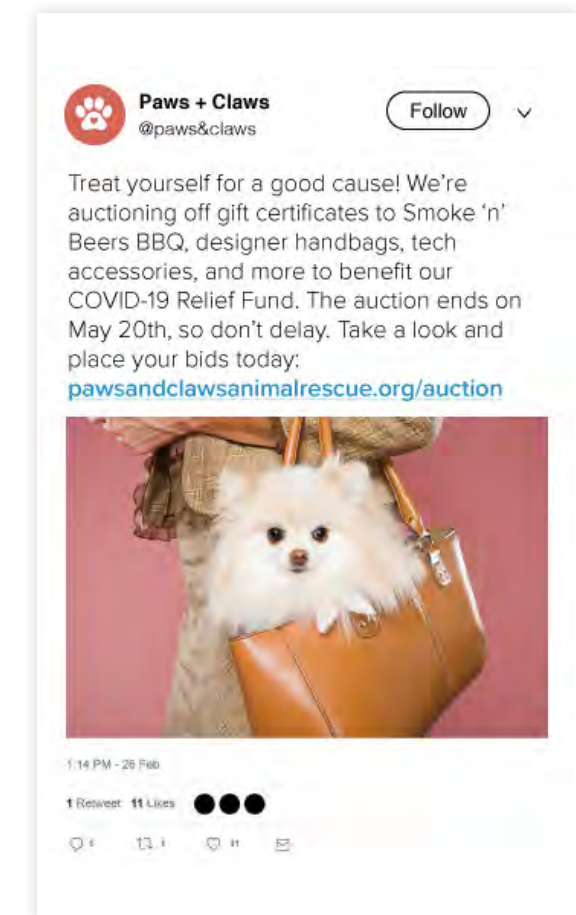
Treat yourself for a good cause! We're auctioning off [AUCTION ITEM], [AUCTION ITEM], [AUCTION ITEM], and more to benefit our COVID-19 Relief Fund. The auction ends on [DATE], so don't delay. Take a look and place your bids today: [LINK TO AUCTION PAGE]

[IMAGE PROMOTING YOUR COVID-19 RELIEF FUND AUCTION]

SOCIAL MEDIA POST TEMPLATE #5

Discovered a delicious recipe using random ingredients from the pantry? Enjoyed a family Pinterest project? Saw a beautiful story on the news that made you ugly cry? Share your photos, favorite sites, and inspiring stories and quotes with us by posting them on our page today!

["SHARE WITH US!" IMAGE]



Section 2

Crowdfunding Templates



Crowdfunding Templates

Due to stay-at-home orders in place just about everywhere, it's safe to say that most of your donors are more in tune with their social media feeds and email inboxes than ever before. That means your donors are even more likely to reach their family and friends when they send emails and publish social media posts promoting your COVID-19 relief fund crowdfunding campaign.

Invite your supporters to help your nonprofit power through the coronavirus pandemic. By leveraging [crowdfunding tools](#) designed for nonprofits, your organization can easily equip donors to serve as digital promoters for a day, a week, or however long you need them to.

The people who care about your cause will be happy to ensure that your COVID-19 relief fund raises enough money to sustain all who rely on your organization. Use the templates in this section to help them help you. Simply pop in your nonprofit's name and crowdfunding campaign details and you're set!

Email Templates

To Donors and Board Members

SUBJECT LINE: [FIRST NAME], could you help us raise money for [NONPROFIT NAME]'s COVID-19 Relief Fund?

HEADING: [NONPROFIT NAME] COVID-19 Relief Fund Benefiting [LIST WHO/WHAT YOU'RE HELPING HERE]

BODY:

Dear [DONOR/BOARD MEMBER NAME],

I hope this message finds you well during these challenging times.

These days, many of us feel as though everything is out of our control. That may be true, but I'm reaching out to see if you would be interested in coming together to do something that is possible even now: [YOUR CAMPAIGN PURPOSE].

Right now, the team at [NONPROFIT NAME] is working to ensure that our mission continues even as social distancing guidelines and restrictions have caused us to shift the way we operate.

If you're able, we'd be honored if you'd help us raise money for our [NONPROFIT NAME] COVID-19 Relief Fund by creating a crowdfunding page and sharing it with your family and friends.

Our \$XXXX goal will enable us to [CAMPAIGN PURPOSE].

The best part about crowdfunding is that you can help us a whole lot without even having to leave your house! All you have to do is:

Set up your [NONPROFIT NAME] COVID-19 Relief Fund Crowdfunding Page through our organization here [LINK TO CROWDFUNDING CAMPAIGN PAGE]. (It only takes a minute!)

- Share your page with friends and family via email on [DATE].
- Share your page on social media from [DATE] to [DATE].

[CREATE YOUR PAGE NOW]

Not sure what to say? Use the attached email and social media templates.

Thank you, as always, for being a part of our community. While the future feels uncertain, we're confident that together, we can overcome anything.

Best,
[NAME] [TITLE]



Paws + Claws Animal Rescue COVID-19 Relief Fund

Benefiting Homeless Pets in Our Community

Dear Regina,

I hope this message finds you well during these challenging times.

These days, many of us feel as though everything is out of our control. That may be true, but I'm reaching out to see if you would be interested in coming together to do something that is possible even now: caring for homeless pets in our community.

Right now, the team at Paws + Claws Animal Rescue is working to ensure that our mission continues even as social distancing guidelines and restrictions have caused us to shift the way we operate.

If you're able, we'd be honored if you'd help us raise money for our Paws + Claws Animal Rescue COVID-19 Relief Fund by creating a crowdfunding page and sharing it with your family and friends.

Our \$10,000 goal will enable us to stock our staff members and generous foster parents with food, beds, and other supplies as we continue to open our doors to homeless pets in new ways that ensure everyone's safety.

The best part about crowdfunding is that you can help us a whole lot without even having to leave your house! All you have to do is:

Set up your Paws + Claws Animal Rescue COVID-19 Relief Fund Crowdfunding Page through our organization [here](#). (It only takes a minute!)

- Share your page with friends and family via email on May 5th.
- Share your page on social media from May 4th to May 8th.

[CREATE YOUR PAGE NOW](#)

Not sure what to say? Use the attached email and social media templates.

Thank you, as always, for being a part of our community. While the future feels uncertain, we're confident that together, we can overcome anything.

Best,
Jenn Day, Executive Director at Paws + Claws Animal Rescue

To Schools

SUBJECT LINE: Here's an online volunteer activity to bring the whole classroom together for good!

HEADING: [NONPROFIT NAME] COVID-19 Relief Fund Benefiting [LIST WHO/WHAT YOU'RE HELPING HERE]

BODY:

Dear [TEACHER/ADMINISTRATOR NAME],

I hope this message finds you and your students well during these challenging times.

These days, many of us feel as though everything is out of our control. That may be true, but I'm reaching out to see if you and your students would be interested in coming together to do something that is possible even now: [YOUR CAMPAIGN PURPOSE].

As a Junior Ambassador, your students will use their online-savvy skills to raise money for the [NONPROFIT NAME] COVID-19 Relief Fund.

This dedicated fund will enable our organization to [CAMPAIGN PURPOSE].

Our [NONPROFIT NAME] COVID-19 Relief Fund crowdfunding fundraiser is a great way for your students to earn volunteer hours and an experience that will bolster their college applications. Best of all, they don't have to step one foot out the door to make an impact!

All you have to do is:

- Invite your students to set up their [NONPROFIT NAME] COVID-19 Relief Fund crowdfunding page through our organization here. (It only takes a minute!)
- Tell them to share their page with friends and family via email on [DATE].
- Encourage them to also share their page on social media platforms like Facebook, Twitter, and Instagram from [DATE] to [DATE].

Students are welcome to use the handy email and social media post templates attached below.

If you have questions or would like to learn more about the campaign, please feel free to reach out to me.

Best,
[NAME]
[TITLE]



Paws + Claws Animal Rescue COVID-19 Relief Fund

Benefiting Homeless Pets in Our Community

Dear Ms. Norbury,

I hope this message finds you and your students well during these challenging times.

These days, many of us feel as though everything is out of our control. That may be true, but I'm reaching out to see if you and your students would be interested in coming together to do something that is possible even now: helping homeless animals receive food, care, and shelter in the midst of the COVID-19 Pandemic.

As a Junior Ambassador, your students will use their online-savvy skills to raise money for the Paws + Claws Animal Rescue COVID-19 Relief Fund.

This dedicated fund will enable our organization to stock our staff members and generous foster parents with food, beds, and other supplies as we continue to open our doors to homeless pets in ways that adhere to social distancing guidelines.

Our Paws + Claws Animal Rescue COVID-19 Relief Fund crowdfunding fundraiser is a great way for your students to earn volunteer hours and an experience that will bolster their college applications. Best of all, they don't have to step one foot out the door to make an impact!

All you have to do is:

- Invite your students to set up their Paws + Claws Animal Rescue COVID-19 Relief Fund crowdfunding page through our organization [here](#). (It only takes a minute!)
- Tell them to share their page with friends and family via email on May 5th.
- Encourage them to also share their page on social media platforms like Facebook, Twitter, and Instagram from May 4th to May 8th.

Students are welcome to use the handy email and social media post templates attached below.

If you have questions or would like to learn more about the campaign, please feel free to reach out to me.

Best,

Shawna Hume
Development Director at Paws + Claws Animal Rescue

Social Media and Email Templates to Give to Your Crowdfunders

Instead of hoping that your crowdfunding ambassadors will know what to say, give them these templates so they can get started spreading the word about your COVID-19 relief fund campaign right away.

In the email invitations, you'll want to give your crowdfunders email templates and social media captions and graphics that will help your campaign stand out on their social feeds. Be sure to attach these assets before you hit send.

If you're already using DonorPerfect Crowdfunding, the individual pages your supporters create will automatically provide them with a designed email, complete with a link to share. They'll just need to drop in your text!

Email Template for Crowdfunders

SUBJECT LINE: Please support my fundraiser for the [NONPROFIT NAME] COVID-19 Relief Fund

BODY:

Hi there Family and Friends,

I'm raising money for [NONPROFIT NAME], a nonprofit organization dedicated to [MISSION].

I'm supporting the [NONPROFIT NAME] COVID-19 Relief Fund because [THE REASON FOR YOUR CAMPAIGN].

Please consider supporting my crowdfunding campaign which ends on [DATE] by clicking on this link to my fundraising page.

Every amount helps! If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

[FIRST NAME]

Hi there Family and Friends,

I'm raising money for Paws + Claws Animal Rescue, a nonprofit organization dedicated to caring for homeless pets in our community by providing them with shelter and finding them forever homes.

I'm supporting the Paws + Claws Animal Rescue COVID-19 Relief Fund fundraiser because their staff members and generous foster parents are taking animals into their homes due to social distancing guidelines, which requires additional costs for transportation, training, food, and supplies.



Please consider supporting my crowdfunding campaign which ends on May 8th by clicking on this [link to my fundraising page](#).

Every amount helps! If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

Best,

Gretchen

Social Media Templates for Crowdfunders

Provide your Giving Tuesday Ambassadors with an eye-catching image that shows just what you mean when you say your organization's mission. Add a text overlay with a call to action like:

Support my fundraiser for [NONPROFIT NAME]!

Join me in supporting [WHO/WHAT YOU'RE HELPING]!

Give to the [NONPROFIT NAME] COVID-19 Relief Fund



SOCIAL MEDIA POST TEMPLATE #1.

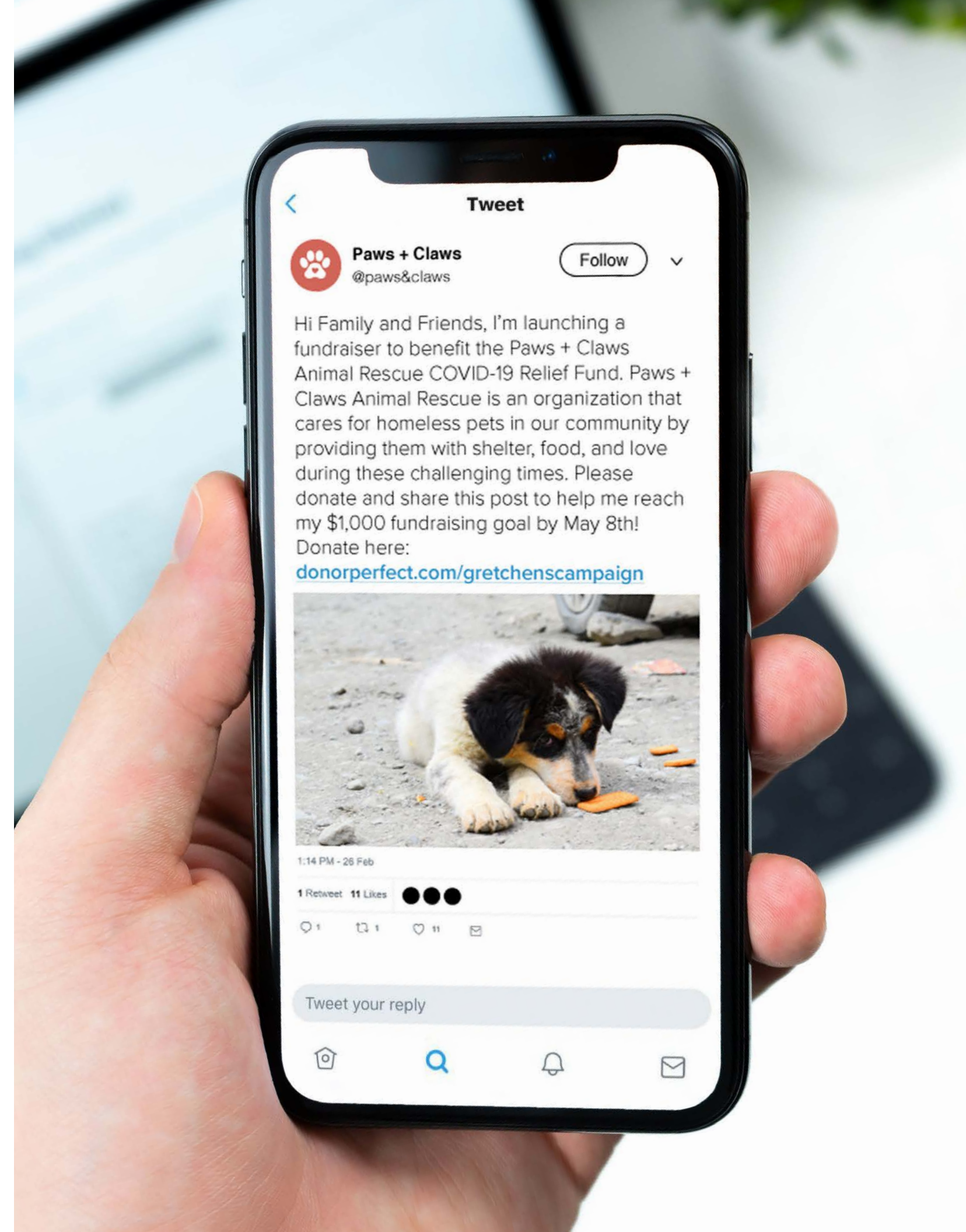
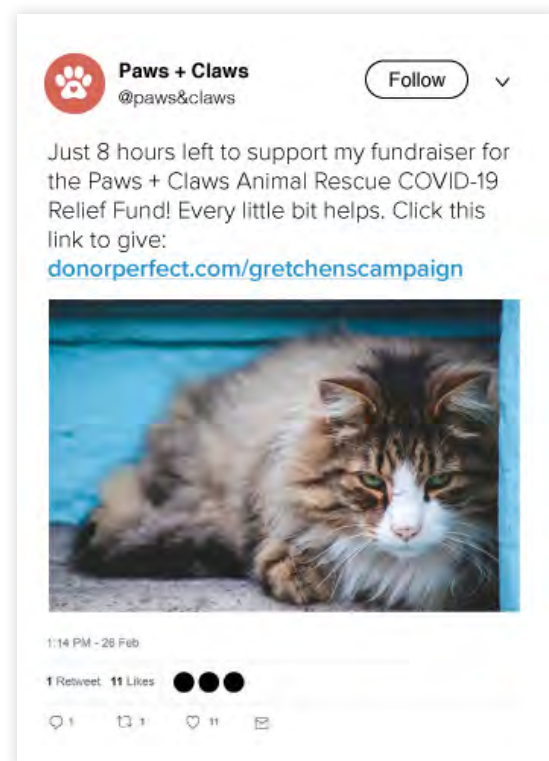
CAPTION: Hi Family and Friends, I'm launching a fundraiser to benefit the [NONPROFIT NAME] COVID-19 Relief Fund. [NONPROFIT NAME] is an organization that [MISSION] during these challenging times. Please donate and share this post to help me reach my [\$XXXX] fundraising goal by [DATE]! Donate here: [LINK]

SOCIAL MEDIA POST TEMPLATE #2.

CAPTION: Just [#] hours left to support my fundraiser for the [NONPROFIT NAME] COVID-19 Relief Fund! Every little bit helps. Click this link to give: [LINK]

SOCIAL MEDIA POST TEMPLATE #3.

CAPTION: Hi Friends and Family! I'm only [\$XXX] away from my [NONPROFIT NAME] COVID-19 Relief Fund goal. Your donation will support [WHO/WHAT THE ORGANIZATION HELPS] during these challenging times. Please give in these last couple hours if you can: [LINK]



Thank-You Email Template to All of Your Crowdfunders

Acknowledging the time, effort, and enthusiasm of all the supporters who took action and created fundraising pages for your campaign is vitally important, especially if you're hoping they'll do it again. Use this email template to let your organization's crowdfunding ambassadors know just how much their participation means to you.

SUBJECT LINE: [NONPROFIT NAME] COVID-19 Relief Fund was a success thanks to YOU!

HEADING: Thank You!

BODY:

Hi [NAME],

Thank you for taking time out of your busy schedule to launch a fundraiser in support of our [NONPROFIT NAME] COVID-19 Relief Fund. Because of you, we were able to raise an incredible [\$XX,XXX] in just 24 hours! That's [\$XX,XXX] over our goal of [\$XX,XXX].

The passion and care of people like you keep us going, and we hope we make you proud of how we pay these funds forward to benefit [WHO/WHAT YOU'RE HELPING] during these challenging times.

Keep an eye out for updates on the impact of this fundraiser in the coming months, along with other ways to get involved in helping us [YOUR MISSION].

Thank you again for your generous support. Our community can do anything because YOU are a part of it!

Best,

The Team at [NONPROFIT NAME]

Thank You!

Hi Gretchen,

Thank you for taking time out of your busy schedule to launch a fundraiser in support of our Paws + Claws Animal Rescue COVID-19 Relief Fund. Because of you, we were able to raise an incredible \$22,731 in just 24 hours! That's \$12,731 over our goal of \$10,000.

The passion and care of people like you keep us going, and we hope we make you proud with how we pay these funds forward to benefit homeless pets during these challenging times.



Keep an eye out for updates on the impact of this fundraiser in the coming months, along with other ways to get involved in helping us caring for homeless pets and connecting them with forever families.

Thank you again for your generous support. Our community can do anything because YOU are a part of it!

Best,

The Team at Paws + Claws Animal Rescue

Section 3

Monthly Giving Templates



Monthly Giving Templates

As the COVID-19 crisis continues to impact just about every aspect of daily life, your nonprofit organization needs to lean on your monthly giving program more than ever. To help you generate sustainable revenue in this time of uncertainty, here are some resources and templates designed to enable you to stand up a monthly giving promotional campaign that addresses your unique needs due to circumstances created by coronavirus.

Need help creating a monthly giving program?

[Download the Monthly Giving Starter Kit](#) and launch yours today.

Personalizing these templates is easy. Just copy and paste them into a document and fill in the blanks. And don't forget to spotlight your [dedicated monthly giving form](#) using a bold button!

Email Templates

To Non-Monthly Donors

SUBJECT LINE: [FIRST NAME], let's band together to [MISSION] during this difficult time.

HEADING: Join the [MONTHLY GIVING PROGRAM NAME]

BODY COPY:

Hi [FIRST NAME],

Now more than ever, we're so grateful for the community that has funded, volunteered, celebrated, and advocated for [NONPROFIT NAME] through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause.

While much of the world has stopped, our mission of [YOUR MISSION] will not be placed on pause. That's why we're asking you to help us cover the cost of continuing our work together by becoming a monthly donor.

Joining the [MONTHLY GIVING PROGRAM NAME], our treasured community of monthly donors, is the safest, simplest, and most effective way to support [WHO/WHAT YOU'RE HELPING] as we adapt to ever-changing circumstances due to COVID-19.

While all of us are facing great challenges at this time, we hope that you can find some peace knowing that [OUTCOME OF THEIR GIFT] because of your generosity.

[PHOTO OF WHO/WHAT YOU'RE HELPING]

[BECOME A MONTHLY DONOR]

On behalf of all of us at [NONPROFIT NAME], thank you for being a part of our community. We wish you and your family health, safety, and happiness and want you to know that together, we can overcome all things.

Best,

[NAME, TITLE]

P.S. Not ready to become a monthly donor right now? You can still help out by clicking here to give a one-time donation and forwarding this message to family and friends. We'd really appreciate it!

Join the Paws + Claws Friends Club

Hi Amanda,

Now more than ever, we're so grateful for the community that has funded, volunteered, celebrated, and advocated for Paws + Claws Animal Rescue through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause.

While much of the world has stopped, our mission of finding forever homes for pets in our area will not be placed on pause. That's why we're asking you to help us cover the cost of continuing our work together by becoming a monthly donor.

Joining the Paws + Claws Friends Club, our treasured community of monthly donors, is the safest, simplest, and most effective way to support dogs like Toby as we adapt to ever-changing circumstances due to COVID-19.

While all of us are facing great challenges at this time, we hope that you can find some peace knowing that pets in need of love are cared for because of your generosity.



BECOME A MONTHLY DONOR

On behalf of all of us at Paws + Claws Animal Rescue, thank you for being a part of our community. We wish you and your family health, safety, and happiness and want you to know that together, we can overcome all things.

Best,

Sharon, Executive Director at Paws + Claws

P.S. Not ready to become a monthly donor right now? You can still help out by clicking [here](#) to give a one-time donation and forwarding this message to family and friends. We'd really appreciate it!

To Existing Monthly Donors

SUBJECT LINE: [FIRST NAME], let's band together to [MISSION] during this difficult time.

HEADING:

The [MONTHLY GIVING PROGRAM NAME] Needs Your Help

BODY COPY:

Hi [FIRST NAME],

Now more than ever, we're so grateful for the community that has funded, volunteered, celebrated, and advocated for [NONPROFIT NAME] through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause.

While much of the world has stopped, our mission of [YOUR MISSION] will not be placed on pause. That's why we're asking you to help us cover the cost of continuing our work together by considering increasing your monthly donation to the [MONTHLY GIVING PROGRAM NAME].

As the safest, simplest, and most effective way to support [WHO/WHAT YOU'RE HELPING], your increased gift can help us as we adapt to ever-changing circumstances due to COVID-19.

While all of us are facing great challenges at this time, we hope that you can find some peace knowing that [OUTCOME OF THEIR GIFT] because of your generosity.

[PHOTO OF WHO/WHAT YOU'RE HELPING]

[INCREASE YOUR MONTHLY GIFT]

On behalf of all of us at [NONPROFIT NAME], thank you for being a part of our community. We wish you and your family health, safety, and happiness and want you to know that together, we can overcome all things.

Best,

[NAME, TITLE]

P.S. Growing our community at this time is crucial to our organization. If you're unable to increase your monthly gift, please consider forwarding this message to family and friends. We'd really appreciate it!

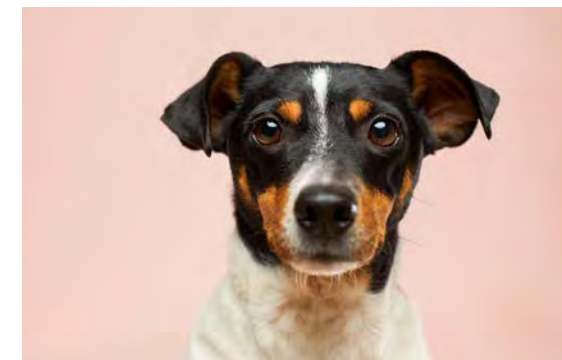
Hi Amanda,

Now more than ever, we're so grateful for the community that has funded, volunteered, celebrated, and advocated for Paws + Claws Animal Rescue through the years. At a time when everything feels uncertain, we find comfort and encouragement knowing that you care about our cause.

While much of the world has stopped, our mission of finding forever homes for pets in our area will not be placed on pause. That's why we're asking you to help us cover the cost of continuing our work together by considering increasing your monthly donation to the Paws + Claws Friends Club.

As the safest, simplest, and most effective way to support dogs like Toby, your increased gift can help us as we adapt to ever-changing circumstances due to COVID-19.

While all of us are facing great challenges at this time, we hope that you can find some peace knowing that pets are getting the care they need because of your generosity.



INCREASE YOUR MONTHLY GIFT

On behalf of all of us at Paws + Claws Animal Rescue, thank you for being a part of our community. We wish you and your family health, safety, and happiness and want you to know that together, we can overcome all things.

Best,

Sharon, Executive Director at Paws + Claws

P.S. Growing our community at this time is crucial to our organization. If you're unable to increase your monthly gift, please consider forwarding this message to family and friends. We'd really appreciate it!

Social Media Templates

SOCIAL MEDIA POST TEMPLATE #1

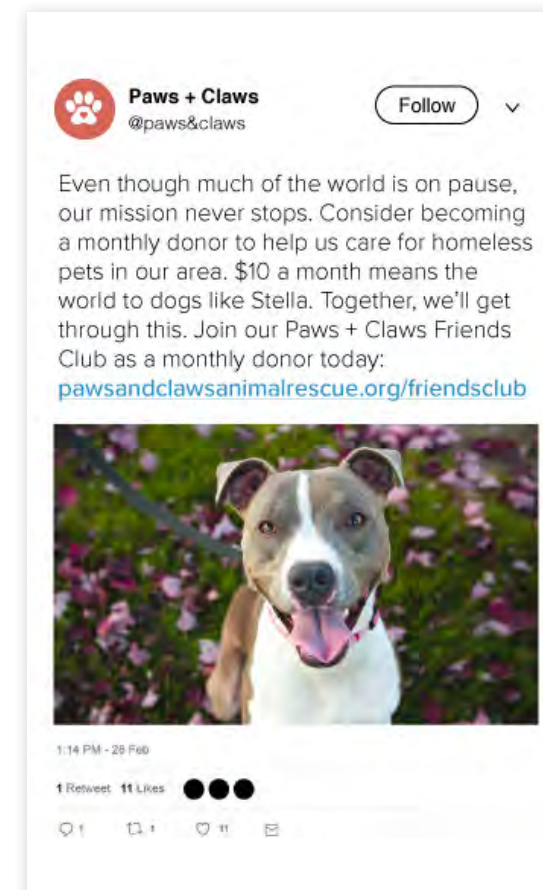
Even though much of the world is on pause, our mission never stops. Consider becoming a monthly donor to help us [YOUR MISSION]. \$[XX] a month means the world to [WHO/WHAT YOU'RE HELPING]. Together, we'll get through this. Join our [MONTHLY GIVING PROGRAM NAME] as a monthly donor today: [LINK TO MONTHLY GIVING PROGRAM DONATION FORM]

[PHOTO OF WHO/WHAT YOU'RE HELPING]

SOCIAL MEDIA POST TEMPLATE #2

Our monthly giving program, [MONTHLY GIVING PROGRAM NAME], is the safest, simplest, and most effective way to support [WHO/WHAT YOU'RE HELPING] as we work to care for [THE POPULATION YOU CARE FOR] during this difficult time. Please consider joining our monthly giving program and sharing this post with your network. When we get through this, we'll know it's because of you and all the wonderful members of our community. Sign up to give here: [LINK TO MONTHLY GIVING PROGRAM DONATION FORM].

[PHOTO OF WHO/WHAT YOU'RE HELPING]



Section 4

Event Alternatives Templates

Event Alternatives Templates

Letting donors know your event is a no-go isn't an easy task. To help turn a disappointing cancellation into an engaging invitation to connect in other ways, here's a Mad-Libs style email template that enables you to pop event alternatives right into your update.



Email Template

SUBJECT LINE: [EVENT NAME] is cancelled for the safety of our [NONPROFIT NAME] Community.

BODY COPY:

Dear [FIRST NAME],

Thank you for being a part of the [NONPROFIT NAME] Community.

While it was a difficult decision, our team decided to cancel [EVENT NAME] which was scheduled for [DATE] at [TIME] because we care about your safety and wellbeing.

Although we won't be gathering in person, [NONPROFIT NAME] is offering [#] ways you can support our goal of raising funds for [EVENT BENEFICIARY] from wherever you are. We believe that with your help, we can lessen the impact of coronavirus on our mission of [MISSION]. Thank you for your support during this challenging time.

[#] **Ways You Can Continue to Support** [NONPROFIT NAME]

#1. Let Us Know If You'd Like to Donate Your Ticket

While [EVENT NAME] was cancelled, you can choose to donate the cost of your ticket to benefit [EVENT BENEFICIARY] or let us know if you'd like us to provide you with a refund. Please tell us your preference in this single-question survey.

[COMPLETE SURVEY]

#2. Score Something Awesome in Our Online Auction

Just because we can't meet doesn't mean you can't win a treat. We're hosting an online auction from [DATE] to [DATE]. See what's up for grabs and place your bids on our auction page.

#3. Catch [ENTERTAINMENT] on Facebook Live

Even though we won't be gathering in person, the show still goes on! [PERFORMER] will be [WHAT THEY ARE DOING] on Facebook Live on [DATE] at [TIME]. Follow us on Facebook so you don't miss it!

#4. Check to See if Your Employer Will Double Your Donation

Right now, every little bit helps. If you're able to donate today, find out if your company will match your gift to us right from our donation form. It takes seconds to submit a matching gift request.

#5. Help Us Raise Money for [EVENT BENEFICIARY]

Although [EVENT NAME] is cancelled, we're continuing to pursue our goal of raising [EVENT FUNDRAISING GOAL AMOUNT] for [EVENT BENEFICIARY]. We'd love it if you could join us by creating your own fundraising page and sharing it with family and friends. Every little bit helps!

Dear Rob,

Thank you for being a part of the Paws + Claws Animal Rescue Community.

While it was a difficult decision, our team decided to cancel The Pup-arazzi Gala which was scheduled for April 4, 2020 at 7:00 PM because we care about your safety and wellbeing.

Although we won't be gathering in person, Paws + Claws Animal Rescue is offering 5 ways you can support our goal of raising funds for our Puppy Park renovation from wherever you are. We believe that with your help, we can lessen the impact of coronavirus on our mission of finding forever families for homeless pets. Thank you for your support during this challenging time.

5 Ways You Can Continue to Support Paws + Claws

#1. Let Us Know If You'd Like to Donate Your Ticket

While The Pup-arazzi Gala was cancelled, you can choose to donate the cost of your ticket to benefit our Puppy Park or let us know if you'd like us to provide you with a refund. Please tell us your preference in this single-question survey.

[COMPLETE SURVEY](#)

#2. Score Something Awesome in Our Online Auction

Just because we can't meet doesn't mean you can't win a treat. We're hosting an online auction from May 4, 2020 to May 6, 2020. See what's up for grabs and place your bids on our [auction page](#).

#3. Catch Kitty City on Facebook Live

Even though we won't be gathering in person, the show still goes on! Our favorite local folk band Kitty City will be playing songs from their latest album for all of you on Facebook Live on April 4, 2020 at 8:00 PM. [Follow us on Facebook](#) so you don't miss it!

#4. Check to See if Your Employer Will Double Your Donation

Right now, every little bit helps. If you're able to donate today, find out if your company will match your gift to us right from our [donation form](#). It takes seconds to submit a matching gift request.

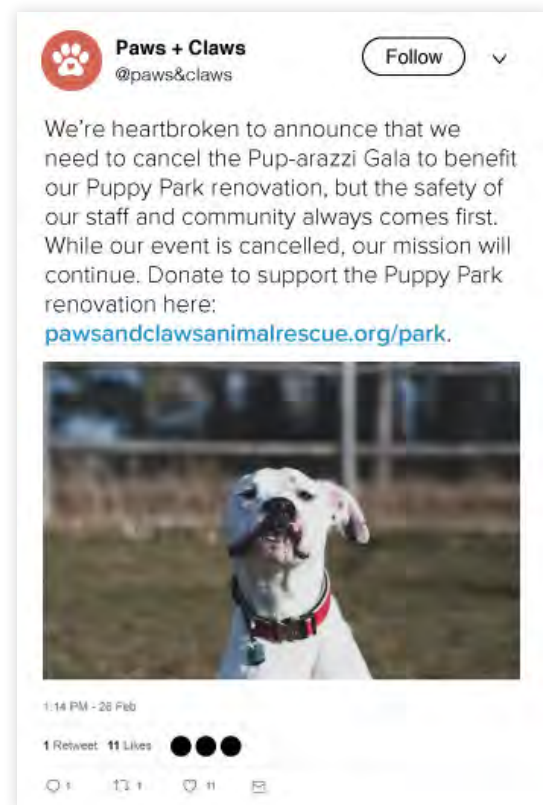
#5. Help Us Raise Money for Puppy Park

Although The Pup-arazzi Gala is cancelled, we're continuing to pursue our goal of raising \$5,000 for Puppy Park. We'd love it if you could join us by [creating your own fundraising page](#) and sharing it with family and friends. Every little bit helps!

Social Media Templates

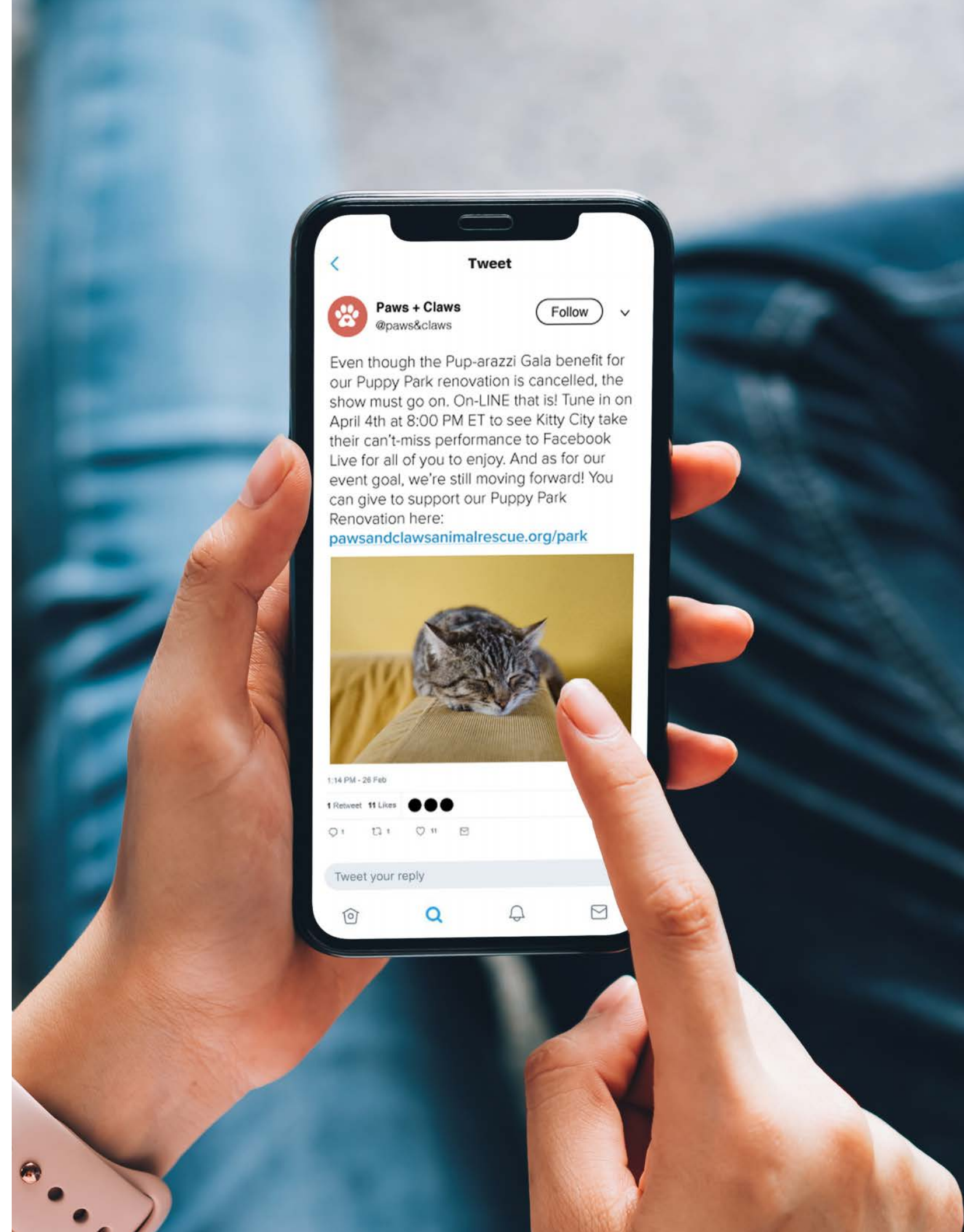
SOCIAL MEDIA POST TEMPLATE #1

We're heartbroken to announce that we need to cancel [EVENT NAME] to benefit [EVENT BENEFICIARY], but the safety of our staff and community always comes first. While our event is cancelled, our mission will continue. Donate to support [EVENT BENEFICIARY] here: [LINK TO DONATION FORM] [IMAGE]



SOCIAL MEDIA POST TEMPLATE #2

Even though [EVENT NAME] benefit for [EVENT BENEFICIARY] is cancelled, the show must go on! On-LINE that is. Tune in on [DATE] at [TIME] to see [ENTERTAINMENT/SPEAKER] take their can't-miss [PERFORMANCE/TALK/PANEL] to Facebook Live for all of you to enjoy. And as for our event goal, we're still moving forward! You can give to support [EVENT BENEFICIARY] here: [LINK TO DONATION FORM] [IMAGE]



Section 5

Remote Volunteer Templates



Remote Volunteer Templates

Many members of your community would love to dedicate some of their time spent inside to helping out your staff and those you serve as a volunteer. But with most things, if you don't ask, you won't receive. Use the email and social media templates below to get the word out about your organization's specific needs.

To streamline volunteer registration, be sure to create [an online form that syncs with your donor database](#). If the thought of juggling volunteer schedules feels like a lot right now, consider trying a [volunteer management app](#) that can handle that task for you.

Email Template

SUBJECT LINE: [FIRST NAME], you can volunteer for [NONPROFIT NAME] right from your couch!

BODY COPY:

Hi [FIRST NAME],

Not all superheroes wear sweatpants, but you certainly can!

If you find yourself with some spare time over the next several weeks, [NONPROFIT NAME] is looking for supporters who can volunteer from home for the following opportunities:

[VOLUNTEER OPPORTUNITY #1]

[VOLUNTEER OPPORTUNITY #2]

[VOLUNTEER OPPORTUNITY #3]

Interested in volunteering? Please complete our short volunteer form and we'll be in touch.

As always, thank you for being a part of the [NONPROFIT NAME] community. We couldn't get through this without you!

Stay safe and take care.

The Team at [NONPROFIT NAME]

Hi Emelia,

Not all superheroes wear sweatpants, but you certainly can!



If you find yourself with some spare time over the next several weeks, Paws + Claws Animal Rescue is looking for supporters who can volunteer from home for the following opportunities:

Online Auction Listing

Our online auction is almost underway! You can greatly assist us by uploading auction item photos, writing captions, and publishing listings to our page.

Social Media Posting

Help us turn our images and stories into share-worthy posts to populate our feed and promote our COVID-19 Relief Fund on Facebook and Twitter.

Various Data Entry Tasks

If you've got a laptop and an hour to spare, we'd be so grateful if you could give us a hand with our daily database duties.

Interested in volunteering? Please complete our [short volunteer form](#) and we'll be in touch.

As always, thank you for being a part of the Paws + Claws Animal Rescue Community. We couldn't get through this without you!

Stay safe and take care.

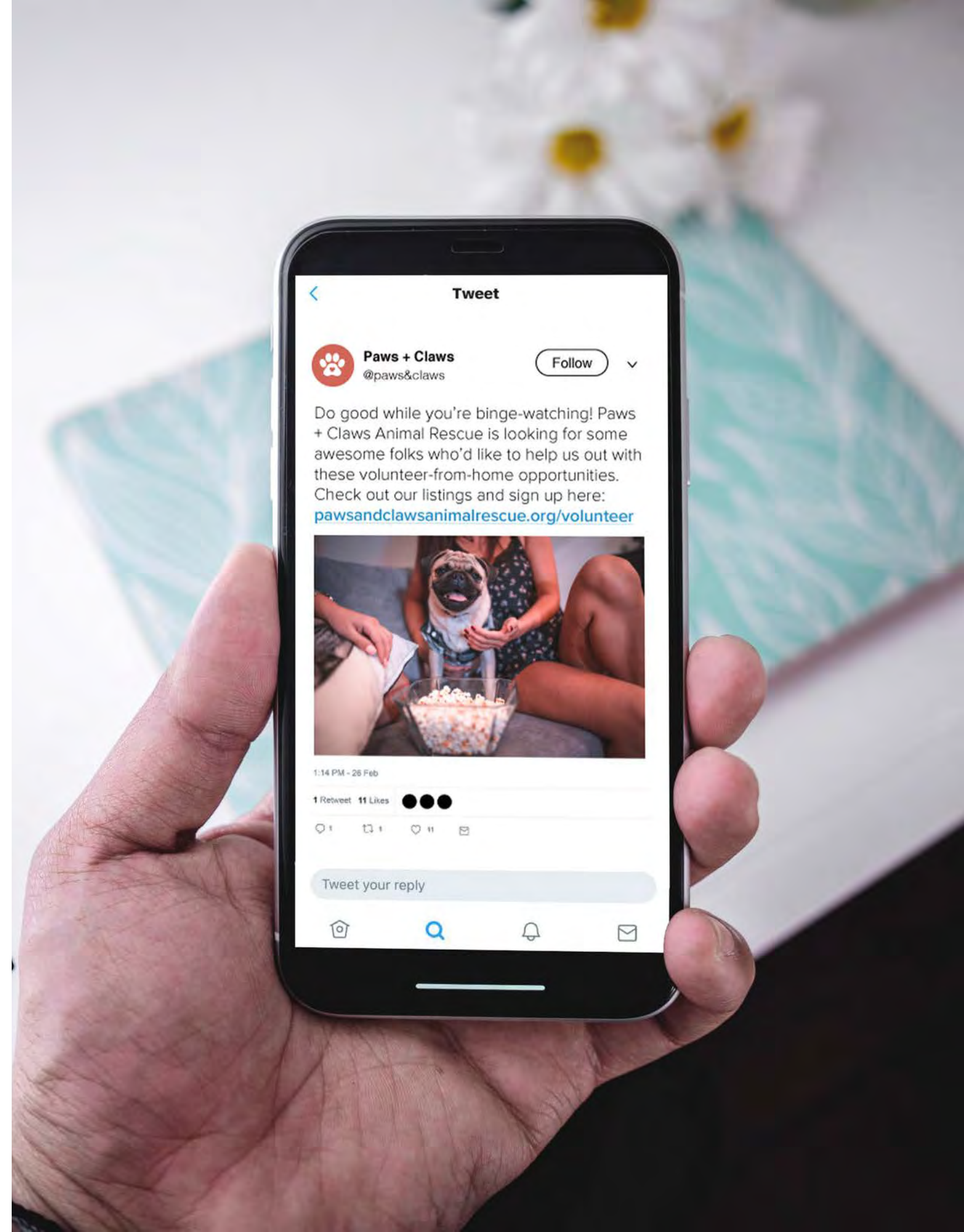
The Team at Paws + Claws Animal Rescue

Social Media Template

SOCIAL MEDIA POST TEMPLATE

Do good while you're binge-watching! [NONPROFIT NAME] is looking for some awesome folks who'd like to help us out with these volunteer-from-home opportunities. Check out our listings and sign up here: [VOLUNTEER SIGN-UP FORM]

["VOLUNTEER FROM HOME" IMAGE]



Section 6

5 Online Fundraising Essentials You Need Now

5 Online Fundraising Essentials You Need Now

Check out these 5 tools that will equip your team to turn your COVID-19 relief fund communications strategy into a success.

Online Forms

Power your emails and social media posts with online forms that process donations, volunteer registrations, monthly gifts, and more. See how easy it can be to create forms that spotlight your organization's logo, tell your story, and encourage donors to pitch in to help you brave the COVID-19 pandemic.

[VISIT THE FORM GALLERY >>](#)

Nonprofit Crowdfunding

Rallying your community around your cause is easier than ever with a crowdfunding tool specifically designed for nonprofits. Set up a crowdfunding page that enables your supporters to create their own individual fundraising pages - all to benefit your incredible mission.

[EXPLORE CROWDFUNDING >>](#)

Email Marketing

From email creation to campaign analysis, the right tool can transform fundraisers into email marketing gurus. See how easy designing, segmenting, and keeping tabs on your email fundraising efforts can be with an email marketing tool that syncs with your donor CRM.

[SYNC YOUR EMAILS + CRM >>](#)

Automatic Monthly Giving

Did you know that your monthly giving program can be just as easy for your staff to manage as it is for donors to participate in each month? By choosing automatic monthly giving, the recurring donations collected each month from program members will automatically process for you.

[AUTOMATE MONTHLY GIVING >>](#)

Auction Software

Looking for a way to recoup the funds from your cancelled event and still gain the opportunity of engaging your donors? Host an online auction with auction software that provides you with an easy event website builder, an expandable auction item catalog, mobile bidding capabilities for donors, and automatic outbid alerts that drive up bids.

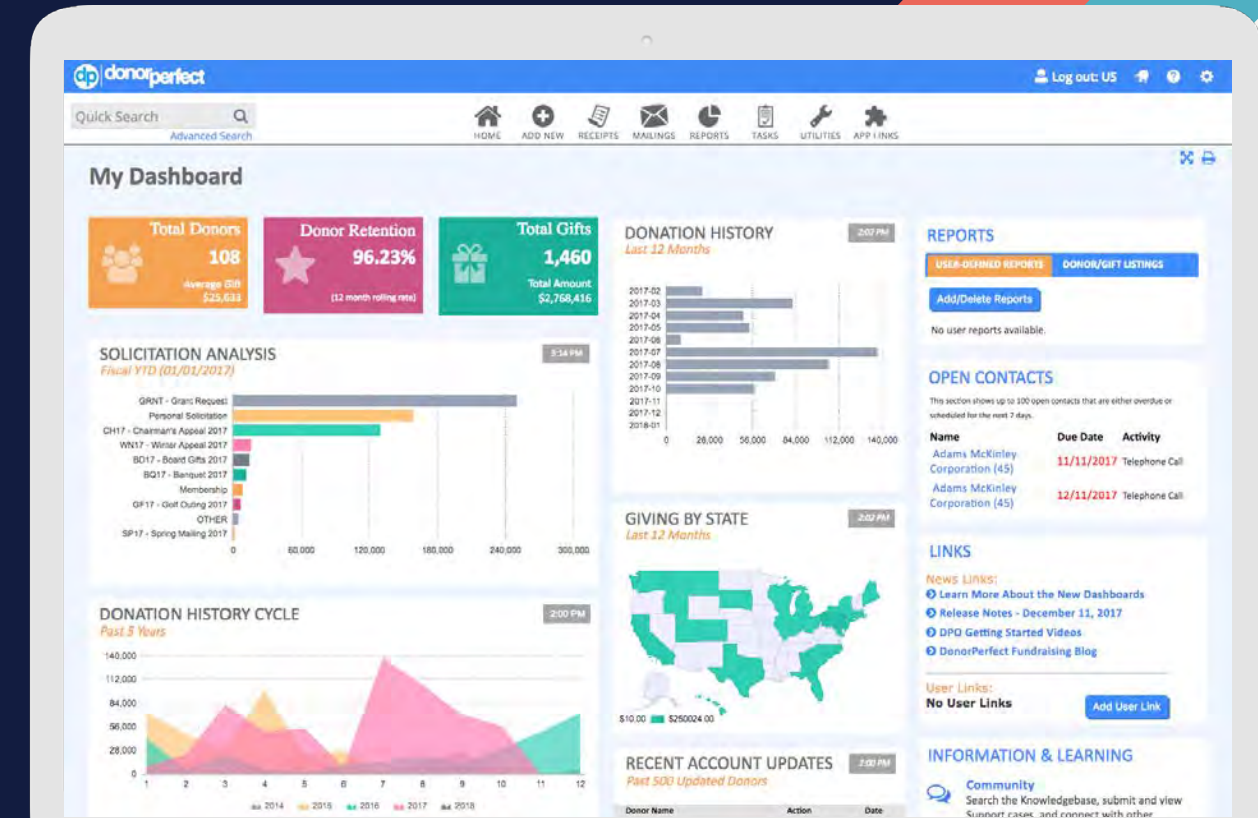
[PLAN AN ONLINE AUCTION >>](#)

Get the Whole Package with DonorPerfect Fundraising Software

Offering affordable subscriptions packed with the tools and features your nonprofit needs to shine online, DonorPerfect is rated #1 for ease-of-use, customer support, and value by nonprofit professionals in [the most recent Software Advice survey](#). That means acclimating your staff and setting up are a breeze and gaining donor-engaging, money-raising tools to bolster your online campaigns won't hurt your budget.

[SEE PACKAGES + PRICING >>](#)

[SIGN UP FOR A DEMO >>](#)



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