

## Introduction

Email is often the most powerful communication tool for nonprofits of all sizes, so mastering the art of crafting attention-grabbing, personalized, and persuasive emails is essential for any modern nonprofit leader.

Within these pages, you’ll find 8 templates to help you craft emails that effectively grab the attention of your advocates. Grassroots advocacy is a powerful tool for engagement and activity for your nonprofit’s supporters. It’s vital to build on that engagement, and these 8 emails will help you do that across multiple scenarios.

In addition, you’ll find a list of tried-and-true best practices and a list of helpful resources for crafting impactful nonprofit emails.

As you use these templates, remember to edit the provided copy to fit your brand’s voice and tone. Personalization and consistency are key to building lasting connections with your customers.

## 

**Email #1**

| Email Type | Thank You + Donation Ask |
| --- | --- |
| Subject Line | Thank You for Your Support - Help Us Continue Our Campaign! |
| Body | Dear [Advocate's Name],  I hope this email finds you well. On behalf of [Your Organization’s Name], I want to extend our heartfelt thanks for your recent actions in support of our campaign. Your advocacy plays a crucial role in driving forward the changes we strive to achieve, and we are incredibly grateful for your dedication and efforts.  As you know, our campaign is making significant strides towards [briefly mention a recent success or milestone]. However, to maintain this momentum and push for even greater impact, we need additional resources.  Would you consider making a donation to help sustain our efforts? Your contribution, no matter the size, will directly support our initiatives, including [mention specific programs or actions the donation will support].  You can make a secure donation through [link to donation page], and it only takes a few moments. Your support will enable us to continue advocating for [the cause], amplifying our collective voice, and achieving meaningful change.  Thank you once again for your invaluable support. Together, we can make a lasting difference. |
| Sign-off | Warm regards, |

**Email #2**

| Email Type | In-Person Advocacy Outreach |
| --- | --- |
| Subject Line | Your Participation Matters! |
| Body | Dear [Advocate's Name],  I hope this email finds you well. Thank you for your ongoing support of our campaign. Your advocacy has been instrumental, and we truly appreciate your dedication.  We are excited to invite you to our upcoming in-person advocacy events. These events are vital for raising awareness and engaging directly with decision-makers. Your in-person participation allows us to:   * Engage Directly with Decision-Makers: Face-to-face interactions are powerful and can significantly influence policy and decision-making processes. * Strengthen Our Community: Meeting fellow advocates fosters a sense of solidarity and shared purpose, which is essential for sustaining our movement. * Showcase Our Collective Voice: A strong turnout at events visually demonstrates the widespread support for our cause, making a compelling case for change.   Our next event is on [date and time] at [location]. We would love to see you there! Please let us know if you can attend by [RSVP link or email].  Thank you once again for your invaluable support. Together, we can drive meaningful change. |
| Sign-off | Warm regards, |

**Email #3**

| Email Type | Thank You + Advocacy Action Ask |
| --- | --- |
| Subject Line | Discover More Ways to Get Involved! |
| Body | I hope this email finds you well. On behalf of [Your Organization’s Name], I want to extend our heartfelt gratitude for your recent actions in support of our campaign. Your commitment is making a significant impact, and we are incredibly grateful for your dedication.  We have an exciting new initiative that I believe you’ll be particularly interested in: [Campaign Name]. This campaign focuses on [brief description of the initiative], and we need passionate advocates like you to help us advance it.  Here’s how you can take action:  [Specific Action 1]: [Description of action and how it supports the campaign].  [Specific Action 2]: [Description of action and its impact].  Your involvement in this initiative will help us achieve our goals and create lasting change. To get started, please visit [link to campaign page] or contact us at [email/phone].  Thank you once again for your invaluable support. Together, we can make a significant impact with this new initiative. |
| Sign-off | All the best, |

**Email #4**

| Email Type | Simple Thank You |
| --- | --- |
| Subject Line | 🫶 Thank You for Your Support! |
| Body | Dear [Advocate's Name],  I hope this email finds you well. On behalf of [Your Organization’s Name], I want to express our heartfelt gratitude for your participation in our grassroots advocacy campaign. Your dedication and support are making a real difference.  Thank you for standing with us and for your commitment to our cause. Together, we are driving meaningful change.  Warm regards, |
| Sign-off | All the best, |

**Email #5**

| Email Type | New Advocate Welcome / Intro |
| --- | --- |
| Subject Line | Thank You for Joining Our Action Network |
| Body | Dear [New Advocate's Name],  Welcome to [Your Organization’s Name]! We are thrilled to have you join our network of passionate advocates dedicated to making a difference.  Your decision to stand with us in our mission is truly inspiring, and we are excited to work together to create positive change. As a new advocate, you can expect regular updates from us about policy initiatives and grassroots campaigns where your voice and actions can make a meaningful impact.  We believe in the power of collective action, and with your support, we can advocate for policies that reflect our shared values and create a better future for all.  Thank you for joining us on this journey. Together, we can make a difference. |
| Sign-off | All the best, |

**Email #6**

| Email Type | Sharing Impact |
| --- | --- |
| Subject Line | Celebrating Our Advocacy Impact Together! |
| Body | Dear [Advocate's Name],  I hope this email finds you well. I'm thrilled to share some exciting news with you regarding the recent impact of our grassroots advocacy efforts. Thanks to your dedication and support, we've achieved significant milestones that are worth celebrating!  Here's a quick overview of what we've accomplished together:   * 20,000 Messages Sent: Your voices were heard loud and clear! Through your advocacy, we were able to send a staggering 20,000 messages to decision-makers, urging them to take action on [the cause]. * Legislation Influenced: Your advocacy directly influenced the introduction and passage of five key pieces of legislation that align with our mission and goals. * Secured Budget: I'm thrilled to announce that our advocacy efforts have secured budget allocations for initiatives that support our cause.   These achievements wouldn't have been possible without your unwavering support and commitment to our cause. Your voices truly make a difference, and I am continually inspired by the collective power of our community.  Thank you for being a vital part of our advocacy efforts. Let's continue working together to create positive change and make a difference in the lives of others. |
| Sign-off | Warm regards, |

**Email #7**

| Email Type | Lapsed Advocate Email |
| --- | --- |
| Subject Line | Your Voice is Needed: Take Action Today! |
| Body | I hope this email finds you well. We have missed your active participation in our recent campaign efforts and wanted to reach out to remind you just how vital your voice is to our cause.  Your advocacy has been instrumental in our past successes, and we greatly value your support. Right now, we are working on [brief description of the current campaign], and your involvement could make a significant impact.  Every voice counts, and your action can help us [specific goal of the campaign, e.g., influence legislation, raise awareness, etc.]. If you could take a few moments to participate in our current campaign, it would mean a lot to us and further our mission.  To get involved, please [specific action, e.g., sign a petition, send a message to legislators]. You can find more details and take action here: [link to campaign page].  Thank you for your continued support. Together, we can achieve great things. |
| Sign-off | With gratitude |

**Email #8**

| Email Type | Educational / Resources Email |
| --- | --- |
| Subject Line | Why [issue] matters. |
| Body | Dear [Advocate's Name],  I hope this email finds you well. We're excited to share why our current campaign, [Campaign Name], is so important and how you can help make a difference.  Why This Campaign Matters  Our campaign aims to [briefly describe the campaign's goal]. This issue is critical because [compelling reason or statistic]. By addressing this, we can [explain the potential positive outcomes].  Key Resources  To help you understand the significance of our campaign, here are some valuable resources:   * [Informative Article: Title]: [Link to the article] * [Fact Sheet: Title]: [Link to the fact sheet] * [Impact Report: Title]: [Link to the report] * [Video: Title]: [Link to the video]   How You Can Help   1. Share These Resources: Spread the word with your network. 2. Take Action: [Link to specific actions, e.g., sign a petition, contact legislators]. 3. Join Our Event: [Details about any related events or webinars].   Thank you for your support. Together, we can drive the change we wish to see. |
| Sign-off | With gratitude |

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## Best Practices

There are a few key practices that you can follow to write impactful emails that will help you meet your engagement and overall nonprofit goals.

* **Define clear objectives:** Each email should have a specific goal, whether it's to drive action, ask for a donation, or nurture. Don’t overwhelm your audience with multiple asks, differing CTA’s, etc.
* **Know your audience:** Segment your email list and tailor the content to suit the interests and preferences of different groups. Not every contact will be interested in attending events or calling their legislator’s office.
* **Make the sender a person:** Stats show that emails that appear to come from an individual instead of a generic organization email (like info@nonprofit.com) are far more likely to be opened.
* **Craft a compelling subject line:** Create a concise, attention-grabbing subject line that sets clear expectations for the email's content.
* **Reduce, reduce, reduce:** Use clear and concise language to deliver your message efficiently. You want to try and deliver
* **Use a clear call-to-action (CTA):** Include a prominent CTA that directs the reader to take the desired action, such as "Take Action," "Donate Now," or "Download Resources."
* **Offer value:** Provide valuable content, promotions, or exclusive offers to keep subscribers engaged and encourage them to stay subscribed.
* **Monitor performance:** Track email metrics like open rates, click-through rates, and conversions to evaluate the success of your campaigns and make improvements.

By following these best practices, you can create impactful nonprofit emails that effectively communicate your message and drive engagement with your advocates, supporters, and donors.