

# Giving Tuesday email subject lines guide

**Why subject lines matter:** 43% of email recipients decide to open based on the subject line alone.

## 11 Key strategies to keep in mind

- Be concise and clear
- Create urgency
- Evoke emotion
- Ask a question
- Personalize
- Highlight impact
- Avoid spam language
- Create urgency
- Evoke emotion
- Ask a question
- Personalize

## Proven subject line examples

### Direct request

- Join us this Giving Tuesday
- Your gift matters today more than ever
- Lend a hand this Giving Tuesday

### Urgency-driven

- Last chance for your Giving Tuesday gift
- Time is almost out: We're nearing \$15,000! #GivingTuesday
- Before #GivingTuesday ends...Have TWICE the impact!

### Matching gifts

- Your #GivingTuesday gift will be doubled today!
- Breaking: Every gift now TRIPLED
- Double your impact on Giving Tuesday

### Personalized

- [Name], your gift can change a life
- John, help us make a difference
- Rachel's gift matched 2x

### Best practices:

- Subject lines with 6-10 words have 21% open rates
- Emojis can increase click-through rates by 28%
- Visual content gets 94% more views than text-only
- Emails sent 9-11 a.m. have the highest open rates
- Thursday tends to have the highest open rates by day of the week

### Questions

- Will you help feed a child this Giving Tuesday?
- Ready to change a life this Giving Tuesday?
- Can we count on your compassion?

### Storytelling

- Jeremy, a story of inspiration & hope
- Samira is exhausted, but you can help.
- You have impacted lives!

### Call to action

- Stand with us today for a brighter tomorrow
- Help us finish what we started
- Support superheroes this #GivingTuesday

## Ready to maximize your Giving Tuesday impact?

Schedule a free campaign assessment to review your email strategy, subject lines, and fundraising approach. Let's make this your most successful Giving Tuesday yet.

[Schedule your campaign assessment →](#)