

betterworld

Giving Tuesday Form Letters



Contact us today to [get a demo](#) or simply
[sign up](#) and start raising!

■ Established donor-centered Appeal

Dear [Donor Name],

On behalf of [Organization], I want to express sincere thanks for your continued support of our mission. Your advocacy has made a monumental difference—allowing us to [Outcome or “enhance our programs”].

With Giving Tuesday right around the corner on December 2, 2025, we invite you to help us continue making an impact at [Organization].

We’re focused on [Fundraising focus] this year, with a goal of \$[Goal amount]. Every gift, no matter the size, will help us nurture both the growth of our mission.

Donations can be made here: [Donation URL]. Many employers offer matching gift programs, doubling your impact [Alternatively, insert information about a matching gift secured through your organization]!

Thank you for helping mobilize our mission and making this Giving Tuesday a day of hope.

**Gratefully,
[Leader’s Name]**

■ Community-centered appeal

Dear [Donor Name],

As a valued member of our giving community, we are grateful for your unwavering support. Because of you, we’ve been able to [Outcome], directly benefiting your mission.

With Giving Tuesday on December 2, 2025, we have an exciting opportunity to build on that success. This year, we’re raising funds for [Fundraising focus] to ensure that our mission continues to grow. Our goal is to reach \$[Goal amount], and every contribution counts—no matter the amount.

[Optional Paragraph: Your gift could go even further through matching gift programs. Be sure to check with your employer or take advantage of the generous match we’ve already secured!]

You can make your donation here: [Donation URL]. Together, let’s make this Giving Tuesday a celebration of generosity and progress.

Thank you for being an essential part of our mission!

**Gratefully,
[Leader’s Name]**

■ Impact-focused appeal

Dear [Donor Name],

At [Organization], we believe [State mission here]—and your support plays a critical role in making that vision a reality. Thanks to your generosity, we've been able to [Outcome].

As we approach Giving Tuesday on December 2, 2025, we invite you to join us in continuing this vital work. This year, our focus is on [Fundraising focus], with a goal of raising \$[Goal amount]. Your contribution will help [desired mission outcome].

Making a donation is simple—visit: [Donation URL]. If your employer offers matching gifts, your impact could be doubled [or mention a specific matching gift program].

Your kindness makes a lasting difference. Thank you for sharing in our mission and making Giving Tuesday an empowering event.

**With heartfelt thanks,
[Leader's Name]**

■ Social media post

Graphic:

A joyful photo of your volunteers, team members, or those impacted by your organization, with overlay text highlighting a recent success (i.e., “Thanks to generous donations from Giving Tuesday in 2024, [Organization] [Outcome from Giving Tuesday 2024].”)

Caption:

It's Giving Tuesday! Today, we come together to [goal of your mission]. Thanks to last year's Giving Tuesday, we were able to [Achievement] thanks to supporters like you. Now, we invite you to help us continue this mission by contributing today.

Your generosity ensures that more people in our community receive the lifelong gift. Join us in making an impact: [Donation URL]

■ Text blast

Photo / video:

A short video featuring volunteers or members of your community sharing a “Thank You” message or explaining what makes their community special.

Message copy:

Hi [Donor name],

It’s Giving Tuesday! In 2024, with your support, [Organization] was able to [Outcome]. Today, we have the opportunity to make an even greater impact. Would you consider making a donation to help us reach more people in our community? Your gift—no matter the amount—will make a difference!

Give today: [Donation URL]

■ Website donation page

Headline:

Support [Organization] This Giving Tuesday—empower our mission for 2025!

Photo / video:

Feature a photo or video of [volunteers, team members or those impacted by your mission] in a meaningful activity or sharing why this mission is close to their hearts.

Intro text:

This Giving Tuesday, we reflect on the tremendous progress we made as a result of last year’s Giving Tuesday—made possible through the generosity of donors like you. Here are a few ways your gifts changed lives:


- [Outcome 1]
- [Outcome 2]
- [Outcome 3]

With your help today, we can continue this momentum into 2026, offering even more opportunities to the next generation of leaders.

Goal statement:

Our Giving Tuesday goal is to raise \$[Amount] to support [Impact]. Your contribution, no matter the size, ensures that we can continue to nurture our mission and continue to grow.

Thank you for standing with us in our mission—your generosity makes all the difference!




A successful campaign builds relationships, inspires generosity, and leaves a lasting impact beyond just one day.

 Online auctions

 Live auctions

 Paddle raise

 Ticketing

 Peer-to-peer

 Crowdfunding

 Impact giving


 Giveaways & raffles

 Standard donations

 Mobile giving

 Donor management

 A-thons

 Donation forms

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