
2025 GUIDE

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EMAIL MARKETING

COMMUNITIES FOUNDATION *of* TEXAS

NORTH TEXAS
GIVING DAY

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EMAIL MARKETING GUIDELINES

Email marketing is an important tool to activate your existing donor network during fundraising events. Follow these best practices for email marketing to drive success during your North Texas Gives campaign.

Quality over Quantity

Be considerate of your supporter audience by sending fewer, better emails. Top-performing fundraising emails often include the following:

Matching Campaigns

Givers are motivated to give when their donations are multiplied by matching grants.

Urgency

Time-bound fundraisers (e.g. "Ends Thursday!") and crisis support requests drive action.

Impact Stories

Donors give more when they understand how their donation makes a difference.

Say Thank You

After a donation, say thank you promptly. Include the impact of their gift in the short and long term. When possible, send personalized messages.

Sample Email Calendar

August

Send personal save-the-date messages to large donors and board members.

September

Email all donors, inviting them to give when the campaign launches on August 28. Include matching fund details, if applicable.

Send personal thank you messages to all donors within 48 hours.

Giving Day!

Send personal thank you messages to all donors within 48 hours.

Send a final email to donors to encourage them to give before the campaign ends. **Do not email donors that have already given during this year's campaign.**

Note: Avoid sending multiple emails to your donors on the same day.

After Giving Day

Send personal thank you messages to matching sponsors, including the results of your campaign and how you'll use these funds to support your mission.

Send a thank you message to all 2025 donors, including the results of your campaign and how you'll use these funds to support your mission.

[Download Sample Emails](#)