



Bears Give Back Email Guide

Who to target?

A key part of the strategy for the University of Northern Colorado's 2nd annual giving day, Bears Give Back, is peer-to-peer outreach. Gather all the people that may be personally invested your success or have a passion for your project – friends, family, mentors, colleagues, and like-minded peers.

When to send emails?

- Early and often! Let people know that you're participating in UNC's Bears Give Back Giving Day—and, most importantly, what's motivating you to do so. Provide clear ways for your audience to participate and let them know how they can amplify your message on their own social media pages.

We recommend sending messages according to the following schedule:

- 1 – 2 emails before April 14
- An email on the morning of April 14 announcing that Bears Give Back has begun
- 2+ emails during the day on April 14
- A Thank-You email on April 15

Opportunities to send emails during Bears Give Back (April 14, 2021)

- Whenever you hit a fundraising milestone
- Translate the momentum and excitement of your campaign into additional email and social media opportunities to engage those who have yet to participate. When your audience sees other people contributing to your success, they may be encouraged to donate as well.

Time-sensitive reminder(s)

- Motivate your audience to action by encouraging them to give by a certain deadline or to take advantage of matching funds. Framing the email as urgent could provide a much-needed boost to reengage those who have not yet given or those who are on the fence.

After Bears Give Back

- Thank your supporters for helping support your project— and, if appropriate, let them know how they can stay involved with your cause.



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Email Language/Layout Tips

- Create your email language appropriately by person and audience.
- Don't overthink it. The way you speak to your family and friends may be different than how you connect with colleagues and like-minded peers. Write your emails in a way that feels natural to the group you're contacting.
- Make it personal and urgent.
- Make the case for why someone should support your cause. Why is this cause important to you? How has UNC/this program at UNC impacted your life? Why is it important to you that your cause receives these funds? What will your cause do with additional funding?

If you receive replies...

- If someone on your email list responds and says they have donated, or requests to be removed from solicitations, please exclude them from future communications (except for the thank-you email if they are donors).



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Email Templates

Before April 14 (we recommend around April 5)

Dear [recipient's preferred name],

[Insert a relevant or personal message].

Mark your calendars! Bears Give Back, the University of Northern Colorado's giving day is back for its second year! On April 14th for 24 hours the Bear Community will be coming together to support the university we love.

During the 24 hours, I will be raising money for [Insert project name]. [Explain why you're raising funds for this project. Why is it personally meaningful to you? What impact does it have on you, those around you, students, communities, etc.]

I hope I can count on you to show your Bear Pride by making a gift to [Insert project name]. All gifts – no matter the size – makes a big impact for UNC students. To learn more, go to: givingday.unco.edu.

Go Bears!

[Your name]

P.S. I'll be using my social media to help promote our project and to help build momentum for Bears Give Back. Please consider sharing on your social media account(s) as well, using the hashtag #BearsGiveBack. If you do, I hope you'll tag me so that I can respond to your posts. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.



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Giving Day Announcement (April 14)

Dear [recipient's preferred name],

Today's the day!

As I previously shared, during Bears Give Back I am asking you to give to [Insert project name]. We're raising money to [list goals in as much detail as possible].

Gifts of every size get us one step closer to accomplishing our goals. Will you take a minute to make a difference? To make a donation on our project page visit: [insert URL to campaign page].

Thank you!

[Your name]

P.S. Please share on your social media, too, with the hashtag #BearsGiveBack and please tag me so that I can respond. Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Update Emails (April 14)

Dear [recipient's preferred name],

I'm excited to let you know that we have raised \$XX [this amount can be found on the campaign page] for [insert project name] during Bears Give Back so far! There are XX hours left to join your fellow Bears by making a gift to UNC. We're so close to reaching our goal—can I count on you to help us make it a reality?

Every gift counts! You can make a donation on our project page: [insert URL to campaign page]. We plan to use the money to [list out goals in as much detail as possible].

Thank you in advance for your support. Please let me know if you have any questions.

Thank you!
[Your name]

P.S. Feel free to share our success on your social media, too! Use the hashtag #BearsGiveBack and tag me: Facebook: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.



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Update Email 2 (April 14)

Dear [Reciepents Preferred Name],

Insert a relevant or personal anecdote.]

There are only XX number of hours left during Bears Give Back to raise as much as we can for [insert project name]. Would you consider giving a donation of \$XX [\$50 is a good starting place] to help us finish Bears Give Back strong? With your help, our project hopes to [list out goals in as much detail as possible].

You can easily make a gift on our project page: [insert URL]. Feel free to share that project page on our social media using the hashtag #BearsGiveBack to help me reach more people. Feel free to tag me: @YOUR NAME; Twitter: @YourHandle, Instagram: @YourHandle.

Thank you for your support.

Best,
[Your name]

P.S. So far, we've raised \$XX. We couldn't do this without the support of people like you. Please join me and make a donation by midnight to help our project succeed.

Thank You Email –day after Bears Give Back (April 15)

Dear [recipient's preferred name],

Thank you for supporting [insert project name] during UNC's Bears Give Back Giving Day! Your gift will allow us to [talk about what donor support will help your area accomplish]. We couldn't have done it without you!

We won't have final totals for a few days so make sure to check back at givingday.unco.edu to see the collective impact of the Bear Community.

Thank you, again and Go Bears!

[Your Name]