**COVID-19 Communications – Direct Services**

**Contains:** Three email appeals + one thank-you templates

**Timeline:** 3-4 weeks

Below is a series of email templates for organizations directly impacted by the consequences of COVID-19.

Take some time to prepare for your email campaign:

1. Gather assets (images and stories)
2. Determine where you will send readers to make a donation—a new online donation page specific to COVID-19 response (great for messaging and to track response) or your existing online donation page
3. Add other touch-points like text messages and social media. Ensure that they all follow a common theme and link to the correct fundraising page.

— The email templates begin on the next page —

**Email Appeal 1:**

**Subject Line:** Emergency Funds Needed to Fight COVID-19

Hi \*|Name|\*,

*I wouldn’t normally send an email like this, but desperate times call for desperate measures.* COVID-19 is having a huge impact on everyone, and we hope that you and your family are safe and healthy.

**For those we serve, the consequences are already devastating**. {Explain specific need of beneficiaries}.

*Will you make an urgent gift of {amount} today to provide {specific need that is met by that amount}?*

{Name of beneficiary} called yesterday because {pronoun and relatives} have {specific problem caused by COVID-19}. {Further explanation of impact from that problem – one or two sentences to demonstrate urgency}.

But {Name of beneficiary} was {data point relative to this problem and how many others are having the same problem right now}. With COVID-19 restrictions expanding, {how is problem getting worse because of COVID-19}. **The calls keep coming.**

And to be honest, we didn’t expect the increased demand for {service being provided and complications arising}. {Explain if your ability to deliver services is further impacted because of COVID-19}.

**We need to {solution} as quickly as possible.**

Your support today will ensure that {name of beneficiary} and many more {group of people} will not {Describe what happens if money is not raised. Include tangible impact and intangible feeling that goes with it}.

Every dollar and every day counts. Your gift today will have an immediate impact on a neighbor in a desperate situation.

**Can your neighbors count on your emergency support today?**

{Name of Executive Director}

Executive Director

**P.S. Please consider a monthly donation of {Amount} to {action} regularly during this crisis.**

**IF YOU HAVE A REGIONAL OR NATIONAL GIVING DAY APPROACHING, YOUR P.S. COULD MENTION IT**

**P.S. Please consider participating in the upcoming {Regional Giving Day Name} on {Date of Giving Day}**

**Email Appeal 1 Sample:**

**Subject Line:** Emergency Funds Needed to Fight COVID-19

Hi Steve,

*I wouldn’t normally send an email like this, but desperate times call for desperate measures.* COVID-19 is having a huge impact on our community, and we hope that you and your family are safe and healthy.

**For those we serve, the consequences are already devastating**. They need food (not to mention toilet paper) and rent and utilities support.

*Will you make an urgent gift of $40 today to provide a week’s worth of meals for a family of four?*

Maria called yesterday because she and her husband, Craig, were told to stay home from work. They can’t work remotely and have no income. They have no money in the bank and no school meals to help feed their two children. Now they have no idea how they will eat, keep the heat on, and pay their rent. She is understandably fearful.

And I received 12 calls from people like Maria yesterday. With the shutdowns expanding, more people will need emergency food. **The calls will keep coming.**

For safety reasons, we can’t rely on the fresh food and perishable items that we usually receive from local partners. We need to buy extra dry, canned, and non-perishable items.

And to be honest, we didn’t expect the increased demand for emergency food and the decreased availability of donated items. **We need to get meals to our neighbors as quickly as possible.**

Your support today will ensure that Maria, Craig, and many more neighbors will not go to bed hungry and worried about how they will make it through this crisis.

Every dollar and every day counts. Your gift today will have an immediate impact on a neighbor in a desperate situation.

**Can your neighbors count on your emergency support today?**

Jane Smith

Executive Director

**P.S. Please consider a monthly subscription donation of $20 to feed a family regularly during this crisis.**

**Email Appeal 2**:

**Subject Line**: COVID-19 Consequences: Urgent Support Needed

Hi \*|Name|\*,

COVID-19 is turning life upside down, but most of us will land on our feet. **Those we serve started out behind the curve, and I am worried about how long this uncertainty will last for them.**

**Today, I’m asking you to think about** {explain specific need of beneficiaries}.

*Will you make an urgent gift of {amount} today so that they {specific need that is met by that amount}?*

{Name of beneficiary} joined our program {timeframe}. {Explain the progress made and the challenges still faced because of COVID-19. Be specific about tangible problems faced}.

We currently have {number} {beneficiaries} in need of {tangible service}. {Explain the changes to the budget that are required to make the required changes due to COVID-19}.

Because {Explain usual program elements that are now impacted by COVID-1.9}, we are {Explain adjustment.} during this pandemic. With COVID-19 restrictions expanding, we don’t know how long this arrangement will be needed.

**IF YOU ARE APPROACHING A REGIONAL OR NATIONAL GIVING DAY:**

At this moment, as the country continues to deal with a global health and economic crisis, {Regional Foundation} will be hosting {Regional Giving Day Name} set to take place on {Date}.

The day is designed to focus on citizen engagement and support for communities and nonprofits in our community.

We didn’t expect {service being provided and complications arising}. {Explain if your ability to deliver services is further impacted because of COVID-19}.

**We need to {solution} as quickly as possible.**

Your support today {or on Regional Giving Day Name} will ensure that {name of beneficiary} and many more {group of people} will not {Describe what happens if money is not raised. Include tangible impact and intangible feeling that goes with it}.

Every dollar and everyday counts. Your gift today will provide {solution} for a neighbor in a desperate situation.

**Can they count on your emergency support today?**

{Name of Board President}

Board President

**P.S. Please consider a monthly subscription donation of {amount} to {action} regularly during this crisis.**

**Email Appeal 2 Sample:**

**Subject Line:** COVID-19 Consequences: Urgent Support Needed

Hi Steve,

COVID-19 is turning life upside down, but most of us will land on our feet. **Those we serve started out behind the curve, and I am worried about how long this uncertainty will last for them.**

**Today, I’m asking you to think about families facing homelessness – many who were struggling before this all began.**

*Will you make an urgent gift of $59 today so that a family can have a safe, secure place to stay for one night?*

Rosa joined our program last month. She and her two children settled into the guest rooms. She was just offered a job as a teacher’s aide and began budgeting to reach sustainability. Now, with schools closed, she has no job and no income. On top of that, our church partners can no longer house families in their guest rooms.

We currently have six families who need emergency shelter. Because our partner churches and agencies must take the recommended precautions, we need to rent motel rooms for our guests to stay during this pandemic.

We didn’t expect to pay for shelter. With COVID-19 restrictions expanding, we don’t know how long this arrangement will be needed. And we can’t push people like Rosa into the streets.

**We need to find adequate housing as quickly as possible.**

Your support today will ensure that Rosa, her children, and the other five families who lived in the guest rooms will not end up on the streets. We are committed to providing housing, but we need you to make it happen.

Every dollar and every day counts. Your gift today will provide shelter and peace of mind to a neighbor in a desperate situation.

**Can they count on your emergency support today?**

Thank you,

John Doe

President of the Board

**P.S. Please consider a monthly subscription donation of $20 to house our families regularly during this crisis.**

**Email Appeal 3**:

**Subject Line**: COVID-19 Can’t Keep Us Down

Hi \*|Name|\*,

It’s hard to believe that we are now X weeks into the COVID-19 pandemic, but the truth is that nothing is normal right now. Not for you or me. And not for those {problem facing those you serve}.

**We need to continue to provide {solution to a mission-critical need}.**

*Will you make an urgent gift of {amount} today so that we can {solution}?*

**COVID-19 might push us around a bit, but it won’t keep us down.**

{Short story of beneficiary with specific needs that are further complicated because of COVID-19. Explain how services are interrupted or how the problem will be exacerbated}.

We have no idea how long COVID-19 restrictions will last. But we can’t abandon our neighbors like {name of beneficiary from story}.

{What is being done to address the issues described}.

We didn’t plan for this. We need to {explain how budget is impacted by COVID-19 changes}.

**We need {solution to negative budget impact}.**

Your support today will ensure that many more {beneficiaries} will find {solution and timeframe solution will be provided}.

**IF YOU ARE APPROACHING A REGIONAL OR NATIONAL GIVING DAY:**

Because you care about {mission/cause}, you might also want to know that any gifts made on {Date of Giving Day} will {mention any contest details or matches being offered that day}.

Also, please be sure to remind your family and friends to visit {Regional Giving Website Link} to find a worthy cause to support on {giving day date}. Together, we can positively impact our corner of the world.

Every dollar and every day counts. Your gift today {positive impact of donation}.

**Can they count on your emergency support today?**

Thank you,

{Name of Executive Director}

Executive Director

**P.S. Please consider a monthly subscription donation of {amount} to {action} regularly during this crisis and beyond.**

**Email Appeal 3 Sample:**

**Subject Line**: COVID-19 Can’t Keep Us Down

Hi Jill,

It’s hard to believe that we are now three weeks into the COVID-19 pandemic, but the truth is nothing is normal right now. Not for you or me. And not for those living with a mental illness.

**We need to continue to provide a calm, engaging, and uplifting community for those living with a mental illness during this time of fear and uncertainty.**

*Will you make an urgent gift of $35 today so that we can transition to a virtual community for the many people whose anxiety will skyrocket and whose depression will weigh more heavily?*

**COVID-19 might push us around a bit, but it won’t keep us down.**

Mike lives with chronic depression. The Kitchen Collective at the Clubhouse provides a safe place for Mike to explore his interest in cooking without feeling judged.

To protect everyone’s health and wellbeing, we followed recommended protocols. Our doors are closed for now. Social distancing will be devastating for Mike.

And for those living with undiagnosed mental health issues, the restrictions imposed by this crisis could wreak havoc. We have no idea how long COVID-19 restrictions will last. But we can’t abandon our neighbors like Mike.

Our counselors and program providers are working from home to ensure that those needing a community of support can still feel welcome, connected, and supported.

We didn’t plan for this. We need to be innovative in our methods and be ready for the extra services needed to support the emotional health of those facing illness, financial burdens, or the grief of losing a loved one.

**We need technology resources to provide innovative solutions in trying times.**

Your support today will ensure that many more people like Mike find the services and community they need the minute life returns to normal.

Every dollar and every day counts. Your gift today will provide for a neighbor feeling anxious and desperate.

**Can they count on your emergency support today?**

Thank you,

Jane Smith

Executive Director

**P.S. Please consider a monthly subscription donation of $20 to offer support services regularly during this crisis and beyond.**

**Email 4: Thank You**

**Subject Line:** Thank you!

Thank you so much for your generous gift towards helping to {solution to problem described in appeal email} for those seriously impacted by COVID-19. The fact you are thinking of others during this uncertain and difficult time for all of us speaks volumes about your kindness and generosity.

Your gift is a shining example of what is great about this country and of what will help us all get through this crisis together.

Thanks to you, neighbors like {name of beneficiary mentioned in the appeal email} received the {service} {pronoun} needed.

Thanks for stepping up and making a difference when we needed you most. Together, we will ride out this crisis and our community will be stronger for it.

Please let me know if I can be of any assistance to you and your family at this time.

Wishing you and your loved ones health, well-being, and peace.

In gratitude,

{Name of Executive Director}

Executive Director

**P.S. Please remember to like us on {your social media channels} so that more {beneficiaries} will get the support they need.**

**Email 4: Thank You Sample**

**Subject line:** Thank you!

Thank you so much for your generous gift to help provide emergency meals for those seriously impacted by COVID-19. The fact you are thinking of others during this uncertain and difficult time speaks volumes about your kindness and generosity.

Your gift is a shining example of what is great about this country and of what will help us all get through this crisis together.

Thanks to you, neighbors like Maria received the food and community support they needed.

Thanks for stepping up and making a difference when we needed you most. Together, we will ride out this crisis and our community will be stronger for it.

Please let me know if I can be of any assistance to you and your family at this time.

Wishing you and your loved one's health, well-being, and peace.

In gratitude,

Jane Smith

Executive Director

**P.S. Please remember to follow us on Facebook and Instagram so that others can learn about how together we are changing lives.**