**COVID-19 Communications – Non-Direct Services**

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

**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.

Fundraising is about nurturing relationships with those who care about what you care about.Remember that many people are looking for ways to help in these troubled times—donating to a cause they care about will give them peace of mind in knowing they've done something. Don't be afraid to ask—just be sensitive to how you are coming across. Continue to think about how you can use your communications to add value to the community during this crisis.

— The email templates begin on the next page —

**Email Appeal 1:**

**Subject Line:** COVID won’t stop \*|Organization Name|\*!

Greetings \*|First Name|\*,

Are you feeling a little thrown for a loop? Today I’ve already heard the Coronavirus compared to a hurricane, tornado, and perfect storm – others feel like sand is shifting beneath their feet. Things are changing rapidly.

Certainly, we are in unpredictable times. Many people are feeling helpless, isolated, and anxious. At the same time, so many are reaching out on social media and personally asking, “How can I help?”

And so, I ask you, how can \*|Organization Name|\* help?

Because we care about the safety and wellbeing of those we serve, and our volunteers, staff, and {geographic or affinity} community, we are following protocol and cooperating with local authorities every step of the way.

We didn’t expect to be considered “nonessential” – but here we are practicing social distancing, working from home, and creating virtual community to offer {mission impact} – the reason why we do what we do.

As much of our attention is focused, rightly so, on those needing critical services like health care, food, and shelter, **we want to continue to inspire, encourage, and empower our community during this precarious time.**

To that end, I want to take a moment to update you on how \*|Organization Name|\* is responding to COVID-19 and how we are trying to help.

{Explain program shifts:

* Are you going virtual?
* Have you closed up shop?
* Are you postponing activities with the hope that things will soon return to a normal?

Be as specific as you can – and when you can’t simply offer that you are working on a new plan and will be in touch as soon as possible.}

**CHOOSE ONE OF THE FOLLOWING APPROACHES:**

{If you will have additional costs because of the changes, add something like this:}

These changes may mean an increase in unexpected expenses due to shifts in program delivery and a reduction in operational income. If you would like to make a donation to help defray these additional costs, it would be a great help.

{If a fundraiser was cancelled, speak to the unexpected loss in funds that are still needed, despite the cancellation and the temporary suspension of group activities.}

{If you don’t anticipate additional costs because of the changes, but need to maintain basic operational expenses, add something like this:}

We look forward to the moment our doors open and programs resume. Until then we will work to be prepared to make up for lost time where we can and set a course for the future. We hope that you will join us in making sure that our mission remains sustainable as we navigate this unknown territory.

We believe in keeping love, joy, and patience flowing – even while engaging in social distancing. {Explain two or three ‘visionary’ statements – continuing, expanding, increasing – mission impact.}

That’s why I’m asking you, \*|First Name|\*, to consider supporting our efforts during this incredibly difficult period by giving today.

**Please check our website and social media for updates.**

We will get through this – together while apart. We will adapt. We will learn lessons.

On behalf of \*|Organization Name|\* and all those we serve, **I want to personally thank you for your support. We couldn’t do this without you.**

Be safe,

{Name}

{Title}

**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:** COVID won’t stop Coalition Builders

Greetings Maria,

Are you feeling a little thrown for a loop? Today I’ve already heard the Coronavirus compared to a hurricane, tornado, and perfect storm – others feel like sand is shifting beneath their feet. Things are changing rapidly.

Certainly, we are in unpredictable times. Many people are feeling helpless, isolated, and anxious. At the same time, so many are reaching out on social media and personally asking, “How can I help?”

And so, I ask you, how can Coalition Builders help?

Because we care about the safety and wellbeing of those we serve, and our volunteers, staff, and our entire Detroit community, we are following protocol and cooperating with local authorities every step of the way.

We didn’t expect to be considered “nonessential” – but here we are practicing social distancing, working from home, and creating a virtual community to push for early childhood education and family support for every child – the reason why we do what we do.

As much of our attention is focused, rightly so, on those needing critical services like health care, food, and shelter, **we want to continue to inspire, encourage, and empower our community during this precarious time.**

To that end, I want to take a moment to update you on how Coalition Builders is responding to COVID-19 and how we are trying to help.

In lieu of our on-site educational and advocacy programs, we will host virtual conversations, webinars, and Facebook live events. We don’t have the details locked down yet, but we will continue to amplify our concerns around and advocate for early childhood education for every child in Michigan.

Our weekly Wednesday meetings are going virtual. We will be using a free conference calling platform that can be used from a computer or mobile phone or tablet, or by phone. Please watch for your invitation links landing in your inbox by Friday.

We look forward to the moment our doors open and programs resume. Until then we will work to be prepared to make up for lost time where we can and set a course for the future. We hope that you will join us in making sure that our mission remains sustainable as we navigate this unknown territory.

We believe in keeping love, joy, and patience flowing – even while engaging in social distancing.

When all of this is over, our youngest, most vulnerable children will need the stimulating environment of preschool, their parents will need even more financial resources than they ever have, and pre-school teachers will require critical training to close the widening achievement gap for our children.

That’s why I’m asking you, Maria, to consider supporting our efforts during this incredibly difficult period by giving today.

**Please check our website and social media for updates.**

We will get through this – together while apart. We will adapt. We will learn lessons.

On behalf of Coalition Builders and all our partners, **I want to personally thank you for your support. We couldn’t do this without you.**

Be safe,

Blake Jones

Outreach Coordinator

**P.S. Please consider participating in Chicago Gives on May 17, 2020.**

**Email Appeal 2:**

**Subject line:** \*|First Name|\*, we’ve made a promise.

Hi \*|First name|\*,

In times like these, there’s nothing easier than getting caught up in the day-by-day news cycle. But hopefully we take a moment to remove ourselves enough to understand one important fact: at some point, the world will go on. We will bounce back from COVID-19 and the panic it induces.

When we do, we’ll need to be stronger than before. \*|Organization Name|\* is no different. We haven’t forgotten the mission we promised to fulfill: {mission impact}. We hope you haven’t forgotten why you chose to stand by us in the first place.

While most of us can’t solve the COVID-19 outbreak, we can do our part to keep the community healthy––in more ways than one. As we practice social distancing and do our part to flatten the curve, we hope you’ll also remember how {beneficiaries} need you.

***Your donation will be tremendous help in keeping our mission alive.*** We won’t stop working to {how mission solves a problem}. But, to do that, we need your help.

**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.

On behalf of {beneficiaries}, thank you in advance!

{Name}

{Title}

**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 2 Sample:**

**Subject line:** Craig, we’ve made a promise.

Hi Craig,

In times like these, there’s nothing easier than getting caught up in the day-by-day news cycle. But hopefully we take a moment to remove ourselves enough to understand one important fact: at some point, the world will go on. We will bounce back from COVID-19 and the panic it induces.

When we do, we’ll need to be stronger than before. Professional Services is no different. We haven’t forgotten the mission we promised to fulfill to support those living with mental illness so they can remain self-sufficient. We hope you haven’t forgotten why you chose to stand by us in the first place.

While most of us can’t solve the COVID-19 outbreak, we can do our part to keep the community healthy––in more ways than one. As we practice social distancing and do our part to flatten the curve, we hope you’ll also remember how adults with mental illness struggle to find work, even in good times. They need you.

***Your donation will be tremendous help in keeping our mission alive.*** We won’t stop working to find employment for those living with mental illness. But, to do that, we need your help.

On behalf of our clients, thank you in advance!

Mary Saulsito

Board Chair

**P.S. Please consider a monthly donation of $15 to support adults living with mental illness 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 Chicago Gives on May 17, 2020.**

**Email Appeal 3:**

**Subject line:** \*|First Name|\*, We Haven’t Forgotten Our Promise

Hello \*|First Name|\*,

Don’t worry, we haven’t forgotten our promises! These past few weeks have revolved around adjusting to COVID-19––and they should. At the same time, we remain committed to {mission/cause}.

{Explain a specific example of how your mission is moving forward during this time – how are you adding value to the community even if your programs have been canceled or gone virtual}.

In times like these, it’s important to remember that the dangers will pass. We need to focus on the work we’ve always been doing. Hence, this email. We are still here {mission/programs}, and we will be long after COVID-19.

**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.

So, we invite you to help support the community around you, to make sure {beneficiaries} have a {solutions they need} after social distancing relaxes and we try to regain normalcy. Your gift today will sustain our efforts to {mission efforts} through this crisis.

{Name}

{Title}

**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 3 Sample:**

**Subject line:** We’re still here, Rachel!

Hello Rachel,

Don’t worry, we haven’t forgotten our promises! These past few weeks have revolved around adjusting to COVID-19––and they should. At the same time, we remain committed to closing the achievement gap in our public schools.

While children are out of school, we are actively working to ensure our families have internet access in their homes, computers, and lessons to keep them engaged.

In times like these, it’s important to remember that the dangers will pass. We need to focus on the work we’ve always been doing. Hence, this email. We are still here helping children, and we will be long after COVID-19.

So, we invite you to help support the community around you, to make sure children who already struggle don’t fall further behind once the social distancing relaxes and we try to regain normalcy. Your gift today will sustain our efforts to close the achievement gap during this crisis.

Clara Galt

Executive Director

**P.S. Please consider a monthly donation of $15 to close the achievement gap even 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 Chicago Gives on May 17, 2020.**

**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 worrying and difficult time for all of us speaks volumes about your kindness and generosity.

Your generosity 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 yours health, wellbeing, 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 towards helping to provide ongoing support of adults living with mental illness. The fact you are thinking of others during this worrying and difficult time for all of us speaks volumes about your kindness and generosity.

Your generosity 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 community support they needed to weather this storm.

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 yours health, wellbeing, 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.**