Sapling Communication Strategy

Summary

A well-defined communication strategy is essential for nonprofits to maintain accountability with your team during a fundraising campaign. By regularly sharing updates on campaign progress, the impact of contributions, and specific goals, nonprofits demonstrate their commitment to using funds effectively and achieving their mission. Consistent communication—through emails, fliers, and text messages—keeps donors informed and invested, encouraging ongoing support while showing appreciation for their generosity. Reminders and updates help break through the communication barriers and ensure your donors know your goals, causes and how they can help.

How to Use This Strategy

Use this guide to help you build emails, text messages and even fliers to promote your fundraiser. 20+ years of experience has shown us, nonprofits who create and stick to a communication schedule, are more likely to achieve their goals.

1. Open a calendar tool like Google Calendar and mark the deadline of your campaign.
2. Using the content below, pick dates and times to send your communications.
3. Draft your emails to minimize overhead when the deadline to send arrives.

Tips

Here are a few tips we have learned over the years of fundraising.

1. Send emails in the morning between 8:30am and 10:30am local time.
2. Send text messages in the evenings after 5pm local time.
3. Provide a QR code to your donation site for easy scanning.
4. Remember that it takes **at least** 3 communications to get the attention of your donors.

Calendar

Week 1: Awareness and Launch

- **Day 1 (Email):** Launch announcement with campaign story, goal, and donation link.

- **Day 2 (Fliers):** Distribute or post fliers in high-traffic areas or relevant community spaces.

- **Day 3 (Text Message):** Send a short, engaging text with a donation link.

- **Day 5 (Email):** Share a success story or testimonial related to your cause.

Week 2: Momentum Building

- **Day 8 (Email):** Provide updates on early progress and introduce any challenges or milestones.

- **Day 9 (Fliers):** Refresh fliers with updated numbers or highlights from Week 1.

- **Day 10 (Text Message):** Send a motivational update and encourage recipients to share.

- **Day 12 (Email):** Highlight ways donors' contributions make a direct impact.

Week 3: Engagement and Urgency

- **Day 15 (Email):** Announce a donor match (if applicable) or share a countdown to a milestone.

- **Day 16 (Fliers):** Add urgency to fliers with "X Days Left to Donate!" messaging.

- **Day 17 (Text Message):** Send a brief reminder about the donor match or time-sensitive goal.

- **Day 19 (Email):** Showcase a specific project or individual that benefits from donations.

Week 4: Final Push

- **Day 22 (Email):** Emphasize urgency with "Final Week to Make a Difference!" messaging.

- **Day 23 (Text Message):** Share a direct link with a personal note of gratitude.

- **Day 25 (Email):** Update progress and encourage final contributions.

- **Day 28 (Email):** Send a heartfelt thank-you email, acknowledging all donors and sharing results.

- **Day 30 (Text Message):** Final-day reminder with a link to donate.

Tips:

- Use emotionally engaging stories (keeping your audience's preferences in mind).

- Tailor messages for each platform (e.g., visuals for fliers, concise texts, detailed emails).

- Track donor responses to adjust timing or messaging as needed.

Let's craft messages and designs for each communication channel, tailored to your campaign. I'll include examples for each week, and you can adjust as needed.

Emails

Launch Email (Day 1)

Subject Line: *"Join Us: Make a Difference Today!"*
Body:
Dear [Name],
We're thrilled to launch our fundraising campaign to [state your cause, e.g., "provide school supplies for underprivileged children"]. With your help, we aim to raise [goal amount] by [end date].
Your support can transform lives. A gift of just [specific amount] can [specific impact, e.g., "provide a week's worth of meals"].
[CTA Button: "Donate Now"]
Together, we can make an incredible difference.
Gratefully,
[Your Name/Organization]

Day 8: Progress Update Email

Subject Line: *"We're on Our Way—Thanks to You!"*
Body:
Dear [Name],
We're making great progress toward our goal! So far, we've raised [current amount]—that's [percentage of goal] of our target!
Every dollar helps us get closer to [specific campaign impact]. Let's keep the momentum going!
Will you help us reach the next milestone of [milestone amount]?
[CTA Button: "Donate Today"]
Together, we're making a real difference. Thank you for being part of this journey.
Warm regards,
[Your Name/Organization]

Day 12: Impact Story Email

Subject Line: *"See the Difference Your Gift Makes"*
Body:
Dear [Name],
Your support is already creating real change. Let us share a story:
[Brief story/testimonial from a beneficiary, e.g., "Thanks to donors like you, Maria now has access to the resources she needs to succeed in school."]
But there's more to do. We're counting on you to help us reach our goal by [end date].
[CTA Button: "Donate Now and Make an Impact"]
Thank you for making stories like Maria's possible.
Gratefully,
[Your Name/Organization]

Day 15: Donor Match Email

Subject Line: *"Double Your Impact Today!"*
Body:
Dear [Name],
Exciting news! A generous donor has agreed to match every contribution made by [specific deadline], dollar for dollar.
Your gift of [specific amount] can now provide twice the impact! But this opportunity is only available until [deadline].
[CTA Button: "Give Now to Double Your Gift"]
Don't miss this chance to amplify your support. Together, we can achieve something incredible.
Thank you for your generosity,
[Your Name/Organization]

Day 19: Story and Urgency Email

Subject Line: *"Time Is Running Out—Help Us Reach [Goal]!"*
Body:
Dear [Name],
With just [X days] left, we're [percentage or amount] away from reaching our goal of [goal amount]. Every contribution matters!
[Include a specific story or impact metric, e.g., "Your gift can provide 5 meals to a family in need."]
Let's finish strong together!
[CTA Button: "Donate Before Time Runs Out"]
Thank you for your unwavering support.
Sincerely,
[Your Name/Organization]

Final Week Email (Day 22)

Subject Line: *"One Week Left to Make a Difference!"*
Body:
Dear [Name],
Time is running out to reach our goal of [goal amount]! We're [progress update, e.g., "80% there"], but we need your help to cross the finish line.
Every contribution counts—[impact of a specific donation amount]. Together, we can make this happen!
[CTA Button: "Donate Before It's Too Late!"]
Thank you for believing in our mission.
Warm regards,
[Your Name/Organization]

Text Messages

Day 3: Launch Text

"Hi [Name]! We're excited to kick off our campaign to [brief description of cause]! Learn more and donate here: [shortened link]. Every bit helps!"

Day 10: Encouragement Text

"Hi [Name], great news! We've already raised [current amount] for [campaign name]! Help us keep going—donate now: [shortened link]. Thanks for your support!"

Day 17: Donor Match Reminder

"Hi [Name], every gift made today is doubled! Don't miss this opportunity to make twice the impact: [shortened link]. Thank you!"

Day 23: Final Push Text

"Hi [Name], just 2 days left to support [campaign name]. We're close to our goal and need your help! Donate now: [shortened link]. Thank you!"

Fliers

Week 1: Awareness Fliers

Headline: *"Join the [Campaign Name]!"*
Details:

- Our Goal: [e.g., $10,000 for community programs]

- Timeline: [e.g., December 1-30]

- How to Help: Donate online at [link] or scan the QR code below.
Include an image reflecting your cause and a QR code for easy access to the donation page.

Week 2: Updated Progress Fliers

Headline: *"Together, We're Making Progress!"*
Details:

- Raised So Far: [current amount]

- Goal: [goal amount]

- Time Left: [X Days]

Week 3: Urgency Fliers

Headline: *"Time is Running Out – Help Us Reach Our Goal!"*
Details:

- Only [X Days Left]!

- Every donation makes a difference.

- Donate now: Scan the QR code below or visit [link].

Include a progress bar graphic to show how close you are to your goal.

Week 3: Urgency Fliers - Alternate

Headline: *"Don't Miss the Chance to Make a Difference!"*
Details:

- Only [X Days Left] to Donate!

- Matching gifts available now—double your impact!

- Donate at [link] or scan the QR code below.