

Sample Holiday Email Messages

Be sure to include the link to your organization's CaringCent registration page.

Sample Message 1

Dear [name],

Thanks to you, we have been able to [note a key accomplishment]. Your continued support is critical to continue these important programs.

To that end, we are excited to announce that we have a new easy and affordable way to donate: rounding donations! You can securely register a credit or debit card, and any purchases you make on that card (online or in-store) will be rounded up, and that change will be donated to [your organization].

The average monthly donation at checkout counters in December is estimated at \$18.34. If at least 75 people become a "rounder" for [your organization], that could provide over \$1,300 in one month, which would [insert a value of \$1,300 at your organization]! If you've ever been asked to donate to a charity at the checkout counter, you can now donate to the organization of *your* choice!

During the holiday shopping season, the change you donate through "roundups" can have a big impact on [reducing hunger in our community, providing clean water to school children, etc.]. To continue this important work, please consider participating in this affordable and rewarding giving program.

Get started [here](#) <insert your CaringCent donation page url here>! Once you register, please share the news with friends and family. Small change adds up!

We appreciate having you as a member of our community, and we thank you for your support.

Warm wishes for a wonderful holiday season,

Sample Message 2

Dear [name],

Happy Holidays, and thank you for supporting [your organization]! We are inspired by our community of friends who are dedicated to sharing in our efforts to [insert your organization's work].

To that end, we are excited to announce a new way to support [your organization] in a way that is affordable and rewarding. We now offer an option for rounding donations -- where you can register a credit or debit card, and any purchases you make with that card (online or in-store) will be rounded up, and that change will be donated to [your organization].

This is especially exciting as we enter the holiday shopping season---all of the extra “change” can add up and provide great support for our organization! In this rounding program, you can:

1. Track and manage your monthly donation.
2. Retain the tax benefit.
3. Affordably and easily make a difference for [homeless youth, seniors in need of medical assistance, etc.]! During the holiday shopping season, the change you donate through “roundups” can have a big impact!

Please consider participating in this affordable and rewarding giving program. Click [here](#) <insert your CaringCent donation page url here>! Once you register, please share the news with friends and family. Small change adds up!

We appreciate having you as a member of our community, and we thank you for your support.

Warm wishes for a wonderful holiday season,