

YEAR-END EMAIL #3: THE SINKER

From:

[Name of organization]

Subject:

We're running out of time

Body:

[Recipient Name]

There's only hours left to make your gift.

We need your help to make our mission a success.

We need your help to

[Insert personal
story of impact]

Please donate \$

[Suggest an amount and
link to your donation page]

Kind Regards,

Your friends at

[Organization Name]