**Year-End Appeal Project Plan Template**

The purpose of this appeal is for XYZ Organization to work on the practice of digitally engaging potential individual donors, drive more donors to the XYZ donation page, and test the responsiveness of XYZ’s networks to email/social media solicitation. The following is a basic project plan for simple year-end appeal.

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| **Task** | **Timing** | **Responsible** |
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Board Instructions for Year End Appeal Emails

Below you will find suggested text for emailing your networks. You may also modify this text into a social media post, but **do not create a Facebook fundraiser**—the goal is to drive people to XYZ’s donation page. You may also share XYZ’s social media posts in addition to posting your own. If you are not comfortable sending this email to your networks or posting on social media, please let the Executive Director know.

**Please send your emails no later than December 17th. Ideal times to send these emails are between Monday-Thursday, 10am-2pm. If possible, please take note of how many people you sent the email to.**

**Email Subject Line:** Board members can each customize, should be anything they think would compel someone to open the email. Can brainstorm ideas if board members need them.

**Greeting Line:** Should be personalized if possible, but if sending mass email to multiple contacts, make sure to still include a greeting line rather than just starting with body text (i.e. Hello Everyone, Hello Friends, Dear Friends and Family).

**Body:** As you may know, I am a member of the Board of Directors of XYZ, an organization that is committed to *<insert vision statement>*. XYZ knows that in order to *<insert impact statement>,* we must *<insert mission>.* I am proud to be a part of an organization that has *<insert impact stat>*. I would like to invite you to join XYZ in *<insert impact statement>* by making a gift today. Clickhere to donate to XYZ now. If you’re interested in learning more about XYZ and how you can support their work, please feel free to reach out to me personally, or visit the XYZ website at http://xyz.org/

**Sign off:** Customizable, should ideally express gratitude or possibly holiday greeting if appropriate.