# Fundraising Appeal Email

This email template is designed to help nonprofit organizations craft compelling fundraising appeals to their mailing list, encouraging supporters to contribute to a specific campaign or cause.

Dear **{name}**,

We hope this message finds you well. At **{organizationName}**, our mission is to {missionStatement}, and your support plays a crucial role in making this vision a reality.

Today, we are reaching out with an urgent appeal for contributions to **{campaignName}**. This campaign will help us **{campaignGoal}**, and we need your help to achieve that.

**Your donation can make a measurable difference:**

{#donationTiers}

* **{amount}:** {impactDescription}

{/donationTiers}

Every contribution counts—whether it's ${smallestAmount} or more—but your timely donation can help us meet our goal by **{deadline}**.

{#hasMatchingGift}Exciting news—your donation will be **matched** by **{matchingPartner}** up to **${matchCap}**! Double your impact today! {/hasMatchingGift}

{^hasMatchingGift}Even if you can't give a large gift, every bit counts and helps us move closer to our shared mission.{/hasMatchingGift}

Click the button below to make your secure online contribution:

Donation link: {&donateUrl}

Your continued support is deeply appreciated, and we are grateful to have you as part of our community.

With gratitude,

**{senderName}**  
*{senderTitle}*  
{organizationName}