

The following three emails were part of a mini-campaign responsible for raising over \$7000 in one day during the GiveMN.org matching drive, well surpassing our goal of \$5000 for the day. The short, clear copy conveyed the urgency and immediacy of the ask. The deployment of three emails, sent at strategic times, also maximized our returns.

Below is the text of the three emails. The links and formatting have not been included; I can provide you with original copies of the emails if you would like to see included images and formatting, which I was also responsible for.

Email #1. Sent at 3:15pm, November 16, 2009

Subject: Donations Matched Tomorrow at GiveMN.org!

Dear Art,

Starting tomorrow, November 17, for 24 hours starting and 8 a.m., GiveMN.org is matching every donation to Minnesota nonprofits made through its website.

Just one day after the opening of the Northstar Commuter Rail line, TLC has a fantastic opportunity to make your dollars go further to help continue TLC's work for a fully developed transit, biking, and walking network in Minnesota.

TLC's successes are a direct result of our membership's support. If you were planning on giving this winter, please give tomorrow and make your donation go further.

Click here to donate!

The more donations we get, the more money gets matched.

If you have any questions about donating or about GiveMN.org, please call Steve Schultz at 651-767-0298 x108.

Email #2. Sent at 10:00am, November 17, 2009

Subject: Have Your Donation to TLC Matched Today

Dear Art,

Starting at 8 a.m. today, November 17, for 24 hours GiveMN.org is matching every donation to Minnesota nonprofits made through its website.

Join your friends who have already raised over \$1500 for TLC this morning by donating and have your donation matched from the pool of \$500,000 from GiveMN.org.

TLC's successes are a direct result of our membership's support. If you were planning on giving this winter, please GIVE NOW and make your donation go further.

Click here to donate!

The more donations we get, the more money gets matched.

If you have any questions about donating or about GiveMN.org, please call Steve Schultz at 651-767-0298 x108.

Email #3. Sent at 4:20pm, November 17, 2009

Subject: There's Still Time to Have Your Donation to TLC Matched!

Dear Art,

For every dollar you donate today and until 8 a.m. tomorrow, TLC gets a percentage of the \$500,000 matching pool from GiveMN.org!

We are getting close to our goal of \$5000 for today, but we need your help to get all the way there.

Click here to donate!

TLC's successes are a direct result of our membership's support. If you were planning on giving this winter, please GIVE NOW and make your donation go further.

The more donations we get, the more money gets matched.

If you have any questions about donating or about GiveMN.org, please call Steve Schultz at 651-767-0298 x108.