

Dear Nonprofit,

Before sending out the email you just downloaded, remember to put the actual name of the person you are addressing into the email along with your credentials and signature at the bottom. Make any revisions to the template that suits you. Write a different email if that serves you better. Plan on sending one or two follow up emails afterwards. Here are three final considerations:

1. Register and become a part of this movement so that we can continue providing support and updates.
2. Go to our “Nonprofit Corner” and read “Our Ideas for Supporting Nonprofits.”
3. If you have a specific human resource need such as an assistant to your Executive Director, you can make the need known, the cost to hire this person, and the amount of money that you still need to do so.

Happy Holidays,
The Invest in People Team



Dear _____,

As always, thank you for your ongoing generosity and support, particularly during these most challenging times. Not only has COVID-19 had a devastating impact on people, families, and small businesses, it has dramatically affected many nonprofits, including ours. We are asking our donors to help us not only combat the effects of this virus but join us in employing smarter and more effective ways to achieve greater good and solidify our future.

We are excited to introduce you to the Invest in People campaign; the purpose is to encourage nonprofits and their donors to focus on smart, systemic solutions that help these organizations grow and achieve their potential. The campaign's message is that when you invest in the people on the frontlines of change, you are investing in the future of that nonprofit. You are also investing in their capacity to accomplish much greater good in the long run.

The Invest in People campaign begins on GivingTuesday, December 1, 2020 and runs until the end of the year. With generous support from GivingTuesday and others, they are reaching out to nonprofits and donors across the globe to bring about real, long-lasting change. Here are two ways that you can help:

1. Visit the investinpeoplehub.org website. This hub is compiling testimonials and stories through videos and in writing from numerous nonprofit leaders and foundations. You will find a Donor's Corner with beneficial information, resources, and links to help people better understand why investing in people within nonprofits is so essential.
2. If you feel as moved as we are, consider providing us with a special donation from GivingTuesday until the end of the year.

Thank you again for your ongoing support. Please do reach out to us if you have any questions.

Sincerely,