*2018 AZ Gives Day Email Template:*

Hello(***insert first name or friendly nickname***),

(***Insert one liner connecting you to the reader***). I’m writing you today to let you know about Arizona Gives Day on next Tuesday, April 3rd. Arizona Gives Day is a state-wide day of giving that also helps raise awareness about Arizona nonprofits and the critical role they play in our local communities.  I am helping to raise awareness and funds for Swift Youth Foundation (***<-use your link here***), an organization that I am really passionate about.

As you know, (***insert 2-3 sentences about your Swift story.***

* ***What is your go-to story?***
* ***What do you remember most about Camp?***
* ***What keeps brining you back to Swift?*** )

As you can see, I am truly passionate about this cause!

I have come to the realization more and more that people do not often donate only to causes they believe in, but more so donate to directly help *fuel the passion* of their friends and family.  Few of us get to play a major role in what they are passionate about and I am lucky that I have been directly involved in the life-changing programs that Swift offers. While Swift Youth Foundation has changed over 1,500 lives since 1980, the need is ever growing. As Swift works to expand their positive impact in the community, I want to help ensure that youth-in-need will continue to have access to Swift’s positive programming of. Will you consider joining me in supporting a cause that I am passionate about(***<-use your link here***)?

* [$25.00](https://www.azgives.org/SWIFTforLife) Provides sleeping bag for 1 camper
* [$50.00](https://www.azgives.org/SWIFTforLife) Feeds after-school snacks to participants
* [$100.00](https://www.azgives.org/SWIFTforLife) Teaches outdoor skills at Swift Outdoors
* [$400.00](https://www.azgives.org/SWIFTforLife) Sends 1 child to a session of Camp Swift
* [$1,000.00](https://www.azgives.org/SWIFTforLife)  Gifts a full year of Swift to 1 child

(***Connect your reader to the ask in 1-2 sentences.***

* ***Is this your Grandma Rita who loves to feed you? Maybe she’ll consider $50 to feed students at an after school program.***
* ***Is this your Uncle Jesse who took you on your first camp out and knows just how important outdoor skills are? Maybe he would consider donating $100 towards Swift Outdoors*** )

Any donation amount made towards my $(***insert your goal here***) goal will greatly help sustain Swift and I am truly grateful that you may consider supporting me and my passion for Swift.

Thank you,

(***insert your name here***)

***P.S.*** Donations made before April 15, 2018 can *still*be taken as a credit on your 2017 taxes!  You can contribute up to $400/single and $800/joint filers. [Schedule your Arizona Gives Day contribution](https://www.azgives.org/SWIFTforLife)(***<-use your link here***) today and receive the credit on your 2017 taxes!

*2018 AZ Gives Day Sample Email:*

Hey Kendon,

I had so much fun at the Desert Botanical Garden last weekend, thanks again for inviting me! I’m writing you today to let you know about Arizona Gives Day on next Tuesday, April 3rd. Arizona Gives Day is a state-wide day of giving that also helps raise awareness about Arizona nonprofits and the critical role they play in our local communities.  I am helping to raise awareness and funds for [Swift Youth Foundation](https://www.azgives.org/swift) an organization that I am really passionate about.

As you know I have been volunteering with Swift for over three years now. I love being able to work towards providing similar positive programming to that of which I was lucky enough to have in my neighborhood where I grew up. I really love how Swift is a real constant presence in the lives of the youth we serve. Our year-round programming really makes these kiddos feel like they always have a friend they can count on. This is definitely something I would have appreciated as a foster kid growing up in similar circumstances, coming from a Title 1 school just like the youth we serve. As you can see, I am truly passionate about this cause!

I have come to the realization more and more that people do not often donate only to causes they believe in, but more so donate to directly help *fuel the passion* of their friends and family.  Few of us get to play a major role in what they are passionate about and I am lucky that I have been directly involved in the life-changing programs that Swift offers. While Swift Youth Foundation has changed over 1,500 lives since 1980, the need is ever growing. As Swift works to expand their positive impact in the community, I want to help ensure that youth-in-need will continue to have access to Swift’s positive programming of. [Will you consider joining me in supporting a cause that I am passionate about](https://www.azgives.org/swift)?

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Looking at the different donation amounts, I know you would love to give a full year of Swift to a child. This would enable a child to experience that year-round positive programming that I previously mentioned. It would ensure that not only would they get to experience the magic of Camp Swift but that they would also stay connected to Swift’s programming throughout the school year. That’s so impactful! Any donation amount made towards my $35,000 goal will greatly help sustain Swift and I am truly grateful that you may consider supporting me and my passion for Swift.

Thank you,

Pamelle (aka your favorite sister☺)

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