

Sample #1: Email Donor Box Email

Subject: How Magical Donor Discussion “Just Happens...”

Hello [firstname],

Jay White here with DonorBox with a quick question for you...

What is your magical Disney movie?

Is it the classical goodness of Mary Poppins that makes you sing about spoons full of sugar?

Maybe the loyal fighting spirit of Mulan wakes up your imagination lets you see your best self.

An orphaned lion and street boy become a Lion King and Prince of Aquaba. The Little Mermaid and Beauty unarms a Beast to find love against all odds. There is a long list of movies to choose from.

All of us have a Disney movie that connects with us at a deep level.

And that got me thinking...

Magical Disney movies are kind of like a donor’s magical moment.

Fundraising magical journeys happen when the right cause meets the right donor at the right moment in time like each person finds their magical Disney movie.

So what are the stories that have connected with your donors? I mean, what is it your organization is doing that makes your donors hearts sing? How can you find out?

Much of your time as a fundraiser is spent on making phone calls, writing letters, and the 10 other things on your to-do list today that communicate your vision to your base. I know there is even more work for you during these challenging days of higher unemployment and overall unrest.

There’s nothing worse than forcing yourself down a foggy memory lane searching for answers...and having to swallow hard and ask co-workers, “Did Susan give for this project last year?”

And goodness, none of us want to be “that person” known for taking trips down a foggy memory lane, right?

Wouldn’t be great if you could easily keep track of each donor’s magic connection to your vision?

Good news, now you can...

<INSERT LINK>

DonorBox automatically tracks and reveals each step of the donor journey from opening email and looking at Facebook ads to their first gift and every following gift.

DonorBox follows every email and ad you send and shows how donors react. So you can immediately know which campaign resonates with each donor.

The integration with Stripe automatically updates with each donation, large or small, credit card or ACH, letting you know exactly when, where, and why your donors gave in the past.

In other words, you can quickly and easily follow your donor's journey and figure out what makes them sing. After all, you make more magic when you connect with more people and you connect better with more people.

The right information available at the right time help your donor start changing the world.

And isn't that what you really want?

<INSERT LINK>

For the next 7 days we are offering a special bonus for fundraisers who try our 14 Day Free Trial.

The bonus package has tips, insights, and tools every professional like you can use on a daily basis.

Ready to get started?

<INSERT LINK>

See you on the inside,

Jay White, VP DonorBox

P.S. What happens when you are on the road and need an immediate answer when you are with a donor?

Have you been put on the spot by a good question like, "So, didn't I give last year?" or "Now, didn't we give to this project last time?"

Don't worry, DonorBox's 14 Day Trial with all the bonuses we have for you over the next 7 days includes access to a fully secure app for your phone!

So, what are you waiting for?

<INSERT LINK>

Donor Box did not contract me to write this email, it is simply an example of the excellent service I can provide you.