**Bonus Day Email Worksheet**

Use this template to learn how you can craft a compelling message that energizes your donors and encourages them to support your project during GlobalGiving Bonus Days!

***Tip 1:*** Let donors know why it is important that they give on Bonus Day

***Introduction:***

I would like to take this opportunity to inform our donors and friends that the June 25th Bonus Day is a good opportunity and way to help fund the school Budget of Iwacu Kazoza School for the 2014-2015 school year, **when every donation made to JRMD will be matched at 15% from $25 up to $1000.**

The matching donations will begin June 25th, at 9:00 AM (EDT). There are $5000 available in matching funds from GlobalGiving. Matching is applied at 15% for every donation from $25 up to $1000 per donor per project, until matching funds run out.

***Tip 2:*** Be sure to explain the terms and conditions to your donors

***Write your own introduction:***

* Use your own organization’s voice when writing your message
* Tell donors why bonus days matter to your organization’s projects and goals
* Don’t forget to adjust the dates and other terms and conditions as required

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***Tip 3:*** Create a sense of urgency: remind donors that funds run out

***Body:***

Donations should be made through the following link, **within the first 15 minutes, thus June 25th, between 9:00 -9:15 AM (EDT)**,as matching funds are limited and can run out before a scheduled time: [http://www.globalgiving.org/projects/providing-education-to-450-Children-in-ruhagarika/](http://www.smart2give.com/administrator/components/com_civicrm/civicrm/extern/url.php?u=2&qid=200)

Funds raised will be used to continue provide education to 450 students, schooling at Iwacu Kazoza School for the school year 2014-2015. **Because of donors like you, these underprivileged children can continue to access education, so important to their future and the future of our community.**

***Tip 4:*** Explain the purpose of funds and how donors are contributing to the project

***Write your own body paragraphs:***

* Encourage your donors to donate early during Bonus Day
* Provide some background on your organization’s story and project goals.

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***Conclusion:***

I encourage our donors and friends to donate within the first 15 minutes, as above indicated. Once again, thank you for your commitment and faithfulness to continue to help financially the 450 underprivileged kids have access to education.

***Tip 5:*** Use this section to thank your donors for their support!

***Write your own conclusion:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_