

A great fundraising email is only as good as its open rate. Whether you are crafting year-end giving emails or planning monthly campaigns, catch your donors' attention with well-crafted email subject lines that get them to open—and give!

30 effective fundraising email subject lines

Create urgency

- Double your donation: Matching gifts end at Midnight
- Only \$2,000 more until we hit our goal
- 24 hours to register for this year's gala
- Last chance to enter our raffle
- Campaign update: Only \$XX from our goal

Play on emotion

- You can help prevent this disease
- No one should know what hunger feels like
- One donation = smiles for a lifetime
- Change lives one donation at a time
- All children deserve an education

Ask a question

- Will you help keep our children safe?
- Can you put yourself in their shoes?
- Ready to impact the future?
- What will you do to change the world today?
- Remember the feeling of birthday celebrations?

Be specific

- We need 100 coats before the end of November
- Your donation can help us send 10 more children to school
- One \$50 donation supports 5 kids in need
- Here's where we use your donations
- This Friday, help flood victims secure new housing

Spark intrigue

- Mallory has a great story to share
- Learn why this year's production has critics buzzing
- We've never seen numbers likes this
- Here's how you can show up this Veteran's Day
- Join 500 others just like you

Make them feel good

- Do something amazing today
- The best gift is one that changes lives
- Donors like you continue to help us thrive
- Your support has allowed us to expand our programming
- We couldn't do it without you

Use the time of year and thoughts your donors may have to peak interest. For instance, during year-end giving, donors may be thinking about final ways to deduct charitable gifts. Speak to that in the subject line. During the spring, donors may be looking for organizations that take household donations as they go through the spring cleaning process. Take a mix of what your organization needs, who you serve and your donors' insights and values into account when crafting subject lines for your emails throughout the year.

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4aGoodCause.com

About 4aGoodCause is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps. Ask us about our CRM tool!