**Email 2 - Non-Donor - Gathering Momentum Template**

*See sample content on next page*

Subject Line: We are well on our way!

Dear [HOW YOU REFER TO THIS PERSON],

In just DAYS ELAPSED, NUMBER OF DONORS have helped us raise $AMOUNTRAISED toward PROJECT NAME!

We only need X more gifts of $AMOUNT to reach 30% of our goal. Would you help us keep our momentum by making a gift?

Make a Gift

[LINK TO YOUR GIVING PAGE]

This project is very important to me. Thank you sincerely for your support!

All the best,

YOUR NAME

**Email 2 - Non-Donor - Gathering Momentum Sample Content**

*See sample content on next page*

Subject Line: We are well on our way!

Dear Aunt Laura,

In just 10 days, 30 donors have helped us raise $1,600 dollars towards our Huskie Food Pantry project!

We only need just six more gifts of $50 to reach 30% of our goal. Would you help us keep our momentum by making a gift?

Make a Gift

This project is very important to me. Thank you sincerely for your support!

All the best,

YOUR NAME