

Charitable Tax Deduction Email Template

Email Template for the CARES Act Charitable Deduction

SUBJECT: Don't wait. Donate today.

PREHEADER TEXT: CARES Act charitable deduction expires December 31st

BODY:

Hi [NAME],

This year, [LUW] has provided so much to our community in response to the COVID-19 pandemic, and we've done it with the help of supporters like you.

[INSERT DETAILS OF LOCAL IMPACT]

The fight is not over. Give to United Way and join us as we help [COMMUNITY] respond, recover, rebuild and reimagine a brighter future for everyone in our community.

[BUTTON: DONATE]

Thank you for your support,

[SIGNATURE]

P.S. Did you know that for most taxpayers, up to \$300 of donations to charity are deductible in 2020? Please, give to [LUW] now.

[BUTTON: DONATE]

Why include a "P.S." message in your "give now" emails?

Potential donors who open an email message from United Way are more likely to take action--to give--than those who do not. Additionally, research shows that tax deductions can increase the amount donors give.

Including this important incentive as a "P.S." keeps United Way's mission and impact work front and center when fundraising.

Sample language to add to "give now" emails:

P.S. This year, up to \$300 of your donation may be tax deductible, even if you don't usually itemize. The new charitable deduction allows most Americans to deduct donations to charities from their taxes when filing for 2020. Please, donate to United Way today.

