

Library Giving Day Sample Email

Subject line: [Salutation], your gift to [Library Name] will be MATCHED!

Preheader text: If you love your library, you'll want to open this email.

Library Giving Day

Now through April 10,
your gift to [Library Name]
will be **doubled!**

MATCH MY GIFT



Dear [salutation],

[Library Name] is the cornerstone of our community. Within its walls, people of all ages, backgrounds and needs connect with one another, learn new things, discover new interests, get started on the path to new careers and more.

But these services require the support of generous individuals like **you**. That's why we're so excited to announce that [Library Name] will participate in the first ever **Library Giving Day** campaign, taking place on April 10!

Library Giving Day is a one-day online fundraising event that gives library lovers like you a chance to elevate and support your local library.

[Today through 4/10, your gift will be DOUBLED by our friends at \[match donor name\] – dollar-for-dollar, up to \\$XX,XXX – and go twice as far for \[Library Name\] this Library Giving Day!](#)

**Your gift to [Library Name] will be
doubled this Library Giving Day!**

MATCH MY GIFT

Beyond well-loved books, [Library Name]'s XX branches are completely inclusive spaces that offer innovative programs, promote lifelong learning, connect patrons to technology and advance knowledge.

On Library Giving Day, we will *all* come together as champions of our local libraries!

Please take advantage of this special matching gift opportunity before it's too late.

Thank you for your support!

MATCH MY GIFT

Library Logo