



These are challenging times and **MobileCause is here to help** make things a little easier for you.

Nonprofits are being greatly impacted by the current international COVID-19 pandemic. Many organizations are being forced to postpone or cancel their upcoming fundraising events. Making this decision is difficult enough, but then there is the added challenge of informing your donors of the change and doing it in a timely fashion.

To help you navigate these communications with ease, we have compiled pre-written, fill-in-the-blank email, text and social media messages you can send to donors. These messages will help keep them informed of the pandemic's impact on your nonprofit, ways you are addressing the changes, and reassure donors of your commitment to your cause. We've also included templates to help you make an impassioned appeal. These templates create transparency, help build trust, open the door to future communications and give you a way to continue to fundraise for your beneficiaries when the time is right for you.

Simply copy, paste, edit and include your organization's information and images and share them now or in the future. We hope these messages are helpful to your nonprofit as you continue to steward your supporters during these rapidly changing times.

What's Ahead

» **EMAIL TEMPLATES**

- Event Postponed
- Events Cancelled
- Fundraising Appeal

» **TEXT MESSAGE TEMPLATES**

- Events Postponed
- Events Cancelled
- Fundraising Appeals

» **SOCIAL MEDIA TEMPLATES**

- Event Postponed
- Events Cancelled
- Fundraising Appeals
- Thank You

EMAIL TEMPLATES



EDITING INSTRUCTIONS

1. Fill in the blanks with your information and stories.
2. Copy and paste the text into your email service provider.
3. Add in your own company logo, images and call-to-action links.
4. Schedule to send at appropriate time.

EMAIL TEMPLATE #1 - EVENT AND/OR PROGRAM POSTPONED

Subject: _____ Postponed
or
_____ Events Postponed

We want to assure you that _____ is taking necessary precautions to protect the health and well-being of our community. As a result, we have decided to postpone our upcoming _____ that had been scheduled to take place on _____ at the _____. This was not an easy decision to make, but we believe it to be in the best interest of both our cherished supporters and the community at large. We appreciate your understanding and will be rescheduling the _____ at an appropriate and safe time. We look forward to seeing you in-person then.

In the meantime, _____, remains dedicated to our cause of _____ and will be working hard to continue our fight. You can connect with us on social media and at _____ to keep updated on our progress.

The safety of our staff, supporters and community is our utmost priority. Thank you for your understanding and your continued support of our _____. For any additional inquiries, please contact: _____

Sincerely,

EMAIL TEMPLATES



EMAIL TEMPLATE #2 - EVENT AND/OR PROGRAM CANCELLED

Subject: _____ **Announcement:** _____ Cancelled

Dear _____,

Recent news about COVID-19 has impacted us all. Our primary concern is for the health and well being of the people and communities we serve. We are continuing to monitor information around COVID-19, including guidelines from federal, state, and local authorities.

Given the latest recommendations, we have decided to cancel all of our scheduled programs and events through _____, including the _____ scheduled for _____. This was not an easy decision to make, but we believe it to be in the best interest of both our cherished supporters and the community at large.

Rather than an in-person event, we will make it a virtual one on _____. Join us then as we live stream a _____ and help serve those most in need. We do hope you will continue your support of _____, help spread the word and join us for a fun and different take on our fundraising event. On the bright side, you don't need to get dressed up or even leave your house for this fundraiser!

_____ is deeply committed to its support of _____ and we appreciate your understanding during this ever-changing situation. Should you have questions, don't hesitate to contact us at _____.

Wishing you, your family and colleagues good health. We look forward to "seeing" you for our virtual fundraiser on _____.

Sincerely,

EMAIL TEMPLATES



EMAIL TEMPLATE #3 - APPEAL FOR NONPROFITS CONTINUING TO FUNDRAISE

Subject: Coronavirus will not stop our commitment to _____

A Message from _____'s Executive Director/Director of Operations

Dear _____ Supporter,

Though we have recently made some tough decisions due to the COVID-19 pandemic, this virus will not stop our commitment to _____.

Those who depend on us most cannot wait for "normalcy" to arrive. We will not rest while _____ await _____. Our efforts to _____ will continue with temporary adjustments to comply with local and national authorities.

But we are not sitting idle and never will as long as _____. That's why _____ has created the _____ to help provide _____ to our beneficiaries during this uncertain time.

Please consider making a contribution to _____ to help our community when they need it most. All donations are tax-deductible, and 100% of funds go directly to those in need.

Even in times of crisis, our work is so desperately needed and your support is appreciated now more than ever. When the urgency has lifted, the _____ will remain, and _____ is here to continue the good fight! The _____ awaiting our help are counting on us.

With gratitude,

[Donation Button]

TEXT MESSAGE TEMPLATES



EDITING INSTRUCTIONS

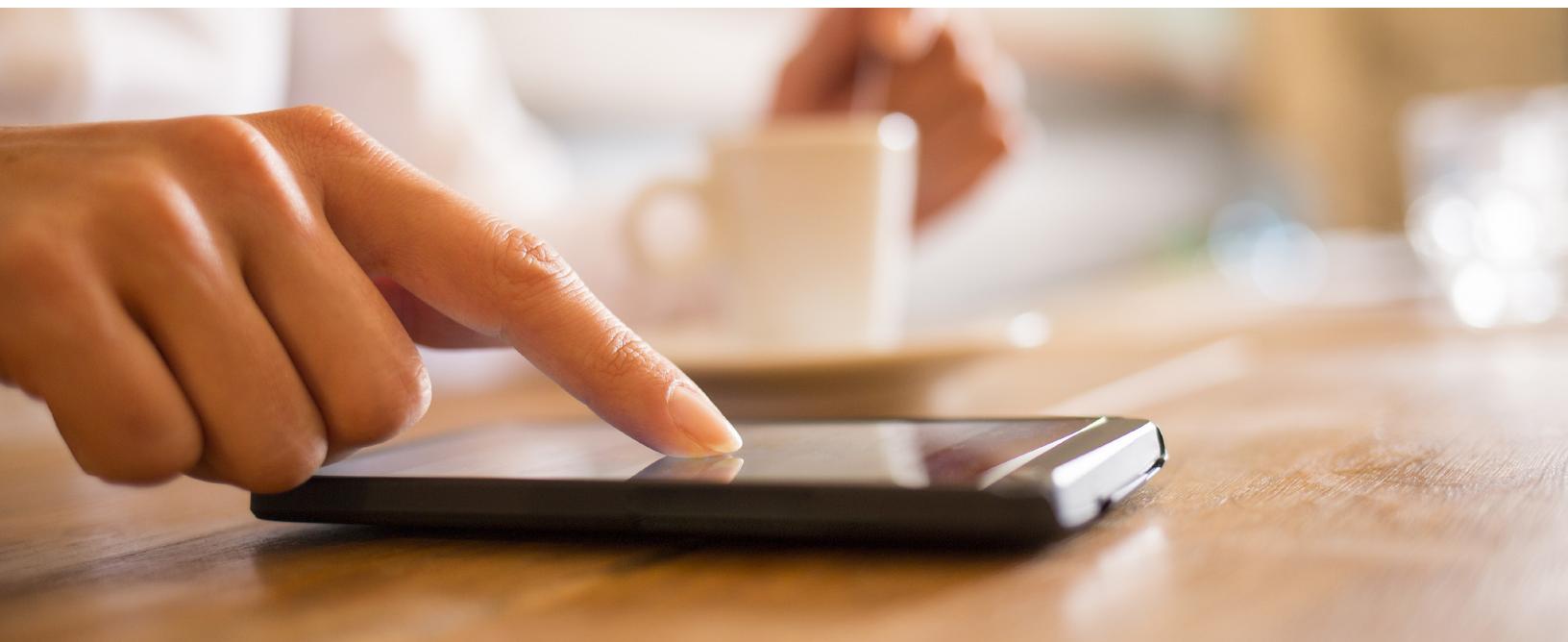
1. Fill in the blanks with your information.
2. Click Communication & Marketing > Messages from the MobileCause nav bar.
3. Copy and paste the text into the Text Message field.
4. Personalize and add information link or call-to-action link.
5. Select subscriber list(s) to receive the message.
6. Send message immediately or schedule for a later time.

TEXT MESSAGE #1 - EVENT AND/OR PROGRAMS POSTPONED

_____ will be postponing all upcoming programs due to the current health crisis. Stay connected and updated at _____.

_____ has made the difficult decision to postpone our _____ All reservation and donated funds will go towards the rescheduled event. Thank you for your understanding, please reach out with any questions as we work towards selecting a new date.

Reminder that _____'s _____ scheduled for _____ has been postponed in response to the coronavirus pandemic. We will provide more details when we have them.



TEXT MESSAGE TEMPLATES



TEXT MESSAGE #2 - EVENT AND/OR PROGRAM CANCELLATIONS

Recent news about COVID-19 has impacted us all. _____ made the difficult decision to cancel all upcoming events through _____. For more information:

Due to COVID-19 _____ is cancelling all in-person events and programs. Thank you for your understanding. Visit _____ for more info.

_____ made the difficult decision to cancel our _____. We will, however, host a virtual event on _____. For details and to join us:

Join _____ as we host a virtual fundraising event to continue our much needed work in the time of coronavirus. Info: _____

TEXT MESSAGE #3 - APPEALS FOR NONPROFITS CONTINUING TO FUNDRAISE

The coronavirus will not deter _____'s efforts to help _____ overcome _____. Please give and support our continued fight

_____.

Supporters like you have sustained _____'s work with _____ for more than _____ years. Let's weather this challenge together. Please give:

Amidst this crisis, the _____ needing help are counting on us. Learn more about _____ continued efforts _____.

Coronavirus is bringing us many challenges. _____'s ability to continue supporting _____ is one of them. Your gift in any amount is needed more than ever. _____

Today is the day! Please join _____ at our _____ at

_____ and help us _____. To join: _____

SOCIAL MEDIA TEMPLATES

EDITING INSTRUCTIONS

1. Fill in the blanks with your stories.
2. Copy and paste the social media copy into your post.
3. Add your own photo with an overlay of your keyword and shortcode for donating.
4. Include the link of your giving page within the post.
5. Schedule for appropriate day and time or post immediately.

SOCIAL MEDIA MESSAGE #1 - EVENT POSTPONED

Facebook or Instagram:



Like many organizations, _____ made the difficult decision to postpone all in-person fundraising events and activities until _____. We feel this is the kind and responsible thing to do to ensure the safety of our staff, beneficiaries and community at large. Despite the urgent crisis at hand, we remain dedicated to our cause of _____ and will not rest until we achieve our mission. Please visit us at _____ to keep in touch and stay updated on how we are moving forward supporting _____ during this challenging time.

Due to rising concerns over the coronavirus pandemic, _____ has made the difficult decision to postpone our upcoming _____ scheduled for _____. We appreciate your understanding and will be rescheduling the _____ at an appropriate and safe time. Please stay connected with us as we share how we are moving forward supporting _____ during this challenging time. _____

Twitter:



_____ has made the difficult decision to postpone our upcoming events until a safer and healthier time for all. We appreciate your understanding and look forward to connecting with you in-person soon. In the meantime, stay tuned for updates here: _____.

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA MESSAGE #2 - EVENT AND PROGRAM CANCELLATIONS

Facebook or Instagram:



Like many organizations, _____ has made the difficult decision to cancel our _____. We feel this is the kind and responsible thing to do to ensure the safety of our staff, beneficiaries and community at large. Instead, please attend our _____ on _____ where we will _____. Despite the urgent crisis at hand, we remain dedicated to our cause of _____ and will not rest until we achieve our mission. Visit _____ for more information on how to participate.

Due to rising concerns over the coronavirus pandemic, _____ has made the difficult decision to cancel our upcoming _____ scheduled for _____. We hope you will join us when we instead hold a virtual fundraiser where we _____ on _____. It will be an event you can “attend,” even in a world of social distancing and sheltering at home. Visit _____ for more information. Thank you for your understanding and we hope to see you there.

Today is the day! We continue to _____ during the pandemic. Join us at _____ for a virtual event where we will live stream our _____ fundraiser. Your support of _____ is needed now more than ever. If you are unable to attend, you can still give any amount and make a difference _____.

Twitter:



Although _____ has cancelled our _____, we are still continuing to _____ during the pandemic. Join us for a virtual event where we will live stream our _____ fundraiser. _____ for more info.

Today is the day! Please join _____ at our _____ at _____ and help us _____. To join: _____

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA MESSAGE #3 - APPEALS FOR NONPROFITS CONTINUING TO FUNDRAISE

Facebook Or Instagram:



Image Text: How Our Work is Continuing During Coronavirus Text _____ to _____ to Give

For updates on what _____ is doing to continue our fight amidst the current health crisis and to continue your support helping to _____, visit _____

Image Text: When the going gets tough, the tough get going. Text _____ to _____ to give to our efforts.

We won't let the COVID-19 virus stop us from fighting for our mission! Even during difficult times, _____ is working hard to make sure _____ are getting the help they need. Support our fight by giving what you can today. Every gift makes a difference, especially today. _____

For Twitter:



Image Text: Support our efforts by texting _____ to _____

Coronavirus won't stop us! For updates on what _____ is doing to continue our fight amidst the current health crisis visit: _____

Even amidst the COVID-19 pandemic, _____ is working hard to help _____ get the help they need! Join our community and donate in any amount _____. Stay safe out there!

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA MESSAGE #4 - THANK YOU

For Facebook Or Instagram:



Image Text: Sharing Our Attitude of Gratitude

Sending immense gratitude to our healthcare workers for putting their own well-being on the line during the COVID-19 pandemic. And a huge thank you to all our continued supporters helping _____ overcome _____. _____ on how you can get involved.

Image Text: Thank You to Our Community

Even in times of crisis, we must come together to support the greater good, (though that may be coming together virtually for the time being). Thank you to our amazing community, you help us to continue to build and grow with your unwavering support. We are prepared to commence our efforts with renewed passion when the time is right and look forward to having you join us. _____ for more.

For Twitter:



Sending gratitude to all healthcare workers for their tremendous support in fighting this crisis! _____'s battle to help _____ with _____ will be renewed with vigor when the time is right.

Grateful for our dedicated community of supporters who know that _____ still need _____ despite shutdowns and pandemics. Help us support _____ today by _____.

Use these templates to quickly and effectively communicate with your donors as we all contend with the unprecedented changes due to COVID-19. Jump in, personalize and edit them for powerful communications that will maximize your time and help your nonprofit weather the storm.

About MobileCause

MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one strategy plus 24/7 customer support that's there when you need it. MobileCause believes 100% of the donation should go directly to your cause, so we never charge a transaction fee. MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call **(888) 661-8804** or visit mobilecause.com to request a demo.

