

First Time User Log In Activation Kit Email Templates

Subject Line

Start Making a Difference Today with ((program name))

Preview

Discover all the ways you can be part of positive change

Body

Hi ((end user name)),

In these dynamic times, many of us are seeking opportunities to make a positive impact and support others. With various significant events occurring simultaneously around the world, there's a growing desire to get involved and make a difference. You can take your first step right here, right now with our amazing program, ((program name)) — all you need to do is log in!

Once you’re part of the program, you can choose how, when and what to contribute — and start making an impact right away.

Giving

Support the causes that you’re passionate about. ((Program name)) makes it simple to set up and manage your contribution.

* We’ve given you (($XX)) seed currency to start in your giving account – all you have to do is decide where to donate it.
* On eligible giving opportunities and/or causes, we’ll automatically match your donations by ((XX%)) to maximize your impact.
* Choose from ((XX)) fully vetted charities.
* Keep your donations and tax receipts in one place.
* Donate via credit card or PayPal ((or set up automatic payroll deductions)).

Volunteering

((Program name)) also makes it easy for you to find volunteer opportunities and donate your time. It feels great to give your time to a meaningful cause, and volunteering has other benefits too! On eligible volunteering opportunities and/or causes, you can receive (($XX/hr)) towards your giving account when you volunteer.

Your program has many ways to volunteer, from in-person, to virtual volunteering opportunities to choose from, so you can make a direct impact where it’s needed most.

New ways to volunteer

* We’ve expanded our definition of volunteering to include activities that support your own mental and physical health. Log in now to see how activities like running or walking might qualify as volunteer time.

**NOTE:** Use this copy block in conjunction with the Benevity volunteering campaign kit “Run for the cure: Volunteer resources,” or customize the copy to talk about a similar volunteering campaign you’re planning.

* We also define activities like registering to vote or learning about the effect of the pandemic on the election as volunteer time.

**NOTE:** Use this copy block in conjunction with the Benevity volunteering campaign kit “Civic engagement: Volunteer resources,” or customize the copy to talk about a similar volunteering campaign you’re planning.

Missions

Engaging in positive actions is one of the most powerful ways to create change, and it’s a great way to connect to your work community and give — and receive — inspiration for small actions that add up to big impact. Log in to ((program name)) to find out how activities like reading to learn about civic engagement can make a big difference.

**NOTE:** Use this copy block in conjunction with the Benevity Missions campaign kit “Civic Engagement: Activation Kit,” or customize it for a similar Missions campaign you’re planning for the upcoming US election.

Take your first step — log in to ((program name)) now. And be sure to contact ((program administrator name)) if you have any questions. We want to hear your feedback!

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