**Version 1: Introduce donors to the campaign**

Subject line *– Go for something engaging and eye-catching and watch your open rates soar. Not “Please donate” but “Why can’t more playgrounds look like this?” (from playground nonprofit KaBOOM!), or “Will all the beautiful women please stand up?” (from charitywater).*

Dear \_\_\_\_,

I woke up really excited this morning.  While I’m always passionate about the work I do here at NAME OF MEDIA ORG, there's something else that's got me pumped.  (You can also replace this opening sentence with something more fitting to the tone of your organization and the community you serve.)

On February 15, 2012, thousands of people around the country are going to show put their support behind independent Media Day. On that day, every donation and donor we get will help us claim our share of more than $10,000 in cash awards.

(Insert a great photo that’s relevant to your coverage Interesting action shots where you can see people’s faces create more engagement. )

(Insert powerful first person account of the role your organization’s reporting has played in accomplishing something great in the last year, be it covering the protests in Madison, Wisconsin, or helping block the AT&T/T-Mobile merger. For a great tutorial on storytelling, go here<http://www.youtube.com/watch?v=r8rgty7gFzQ&feature=youtu.be>.  To learn more about making a great ask, go here <http://www.youtube.com/watch?v=zWiTgXzhP-A&feature=youtu.be>).

Support Your Media Day is going to be a big event, and everyone will be talking about it. Independent media is the media for the 99%, and this is our opportunity to shore up reporting and analysis that is especially critical during an election year. Think “American Idol” and we're in the try-outs but need your support to make it to the top.

We need you to help us with these three things:

1)     Mark Weds, Feb. 15 on your calendar and add this giving link. (link to your nonprofit page on Support Your Media Day website)

2)     Share this event on Facebook and Twitter (link to your sites and hashtag) and help build the buzz. You can tweet about this day using #supportyrmedia.

3)     Spread the word!  Forward this email to your family and friends along with a personal note as to why you believe in our work, and why they should give on Feb. 15.

Help spread the excitement. Tell your friends and family why you think they should help us with their donation. Please be our champion, and help us see it to the top! We can’t wait to celebrate the difference your generosity will make on Support Your Media Day.

Sincerely,

(Your name)

**VERSION 2: Short to donor base, sent closer to the giving day**

On Wednesday, February 15, our community will come together for Support Your Media Day, and we need YOU to join us. It’s 24 hours of unprecedented giving to support independent media—the media for the 99%. It’s also your chance to support coverage that makes a real difference.

If you love honest, incisive journalism, then you love NAME OF MEDIA OUTLET. And by showing your love through Support Your Media Day, you help sustain this amazing organization, which gives so much to our community.

**Join me in supporting our community on Wednesday, February 15, by donating online (link to nonprofit page).**

**VERSION 3: General to community**

On Wednesday, February 15, our community will come together for Support Your Media Day, and we need YOU to join us. It’s 24 hours of unprecedented nonprofit giving—and it’s your chance make a real difference, right here in our community.

If you love LIST OF UNIQUE THINGS YOUR MEDIA OUTLET COVERS, then you love NAME OF OUTLET. And by showing your love through Support Your Media Day, you help sustain the organizations that give so much to our community.

**Join me in supporting our community on February 15 by donating online. LINK TO LANDING PAGE.**