



Heritage
Consulting Inc.

Donna Ann Harris - Principal
donna@heritageconsultinginc.com

www.HeritageConsultingInc.com

O. 215.546.1988 C. 267.251.5444

422 South Camac St., Philadelphia, PA 19147

Subject lines for email year end gifts

December 28, 2015

There is still time to give!!!!

Give a gift to preserve your history

There is still time to give!

5 4 3 2 1 Tax deductible giving

Your gift can be doubled today!---great for any matching gift campaign

Reaching new milestones

Double the power of your year end gift today---great for any matching gift campaign

Help us get ready for a great year ahead

December 29, 2015

Only a few days left to support year-end appeal

Matching gift opportunity almost over---great for any matching gift campaign

December 30, 2015

Match expires in 24 hours---great for any matching gift campaign

December 31, 2015

Last Chance for Match—great for matching guys campaign

Urgent! Only a few hours to double your giving power—great for matching gift campaign

And it's over at midnight

Last day for matching gifts—great for matching gift campaign

Help us preserve your history today

Last hours for tax deductible gift

Almost to our goal, help NAME OF HISTORIC SITE today

Poor examples—these subject lines don't tell you the email is a solicitation or is urgent

Happy Holidays!

Happy New Year!

The end of the year

To a new year

©2018 Donna Ann Harris, Heritage Consulting Inc.