

Universal email footer

[Public Good](#) is a network of doers: people like you who want to make the world a better place. Our goal is to take moments of inspiration and help them inspire action.

Users who entered via PGS widget, whose first action was DONATE LATER to a CAUSE, who have NOT DONATED.

#1

Subject: Reminder: Your Donation to {CAUSE CTA}

Thanks for committing to {CAUSE CTA} on {PUBLISHER - hyperlink article}. Every day, hundreds of people use Public Good to take action on the causes they care about most.

Take time today to make an immediate impact with a donation to {CAUSE CTA}.

[BUTTON: DONATE NOW]

Your gift will support the following three organizations working on this cause:

LOGO	LOGO	LOGO
NAME	NAME	NAME

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

Users who entered via PGS widget, whose first action was DONATE LATER to a CAUSE, who have NOT DONATED.

#2

Subject: {CAUSE CTA} on Public Good Needs Your Help

Join {# OF DONORS} others who have donated to {CAUSE CTA} through Public Good and {PUBLISHER}.

DONOR
AMOUNT

DONOR
AMOUNT

DONOR
AMOUNT

[BUTTON: DONATE NOW]

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

Users who entered via PGS widget, whose first action was DONATE LATER to a CAMPAIGN, who have NOT DONATED

#1

Subject: Reminder: Your Donation to {CAMPAIGN NAME}

Thanks for committing to {CAMPAIGN NAME} on {PUBLISHER}. Every day, hundreds of people use Public Good to take action on the causes they care about most.

Take time today to make an immediate impact with a donation to {CAMPAIGN NAME}.

[BUTTON: DONATE NOW]

Your gift will support the following three organizations working on this cause:

LOGO
NAME

LOGO
NAME

LOGO
NAME

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

Users who entered via PGS widget, whose first action was DONATE LATER to a CAMPAIGN, who have NOT DONATED.

#2

Subject: {CAMPAIGN NAME} on Public Good Needs Your Help

Join {# OF DONORS} others who have donated to {CAMPAIGN NAME} through Public Good and {PUBLISHER}.

DONOR
AMOUNT

DONOR
AMOUNT

DONOR
AMOUNT

[BUTTON: DONATE NOW]

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

Users who entered via PGS widget, whose first action was DONATE LATER to an ORG, who have NOT DONATED.

#1

Subject: Reminder: Your Donation to {ORG NAME}

Thanks for committing to {ORG NAME} on {PUBLISHER}. Every day, hundreds of people use Public Good to take action on the causes they care about most.

Take time today to make an immediate impact with a donation to {ORG NAME}.

[BUTTON: DONATE NOW]

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

#2

Subject: {ORG NAME} on Public Good Needs Your Help

Join the countless others who have donated to {ORG NAME} through Public Good.

DONOR
AMOUNT

DONOR
AMOUNT

DONOR
AMOUNT

[BUTTON: DONATE NOW]

Thanks for helping make the world a better place.

For questions or help, contact us at [Public Good Support](#).

Users who entered via PGS widget, whose first action was DONATED to a CAUSE, who have NOT SHARED ON SOCIAL

#1 - receipt email

>>Add this to receipt email<<

One post can do a world of good. Seventy percent of people are likely to take action on a cause if they hear about it from a friend.

Take a minute and share the story that compelled you to give:

[FACEBOOK BUTTON]

[TWITTER BUTTON]

Facebook: {STORY LINK}

Twitter: This story inspired me to #TakeAction on @publicgood: {STORY LINK}

Thanks for helping make the world a better place.

#2

Subject: Get More Help for Those Working to {CAUSE CTA}

Don't miss out on the opportunity to do more good. One in five people will donate to a cause if they see a friend post about their donation.

You're a couple quick clicks away from helping make the day of the organizations working to {CAUSE CTA}.

Facebook: {CAUSE PAGE LINK}

Twitter: I took action on @publicgood to support orgs working to {CAUSE CTA}: {CAUSE PAGE LINK} #TakeAction

Thanks for helping make the world a better place.

Users who entered via PGS widget, whose first action was DONATED to a CAMPAIGN, who have NOT SHARED ON SOCIAL

#1

Subject: More Ways to {CAMPAIGN NAME}

One post can do a world of good. Seventy percent of people are likely to take action on a cause if they hear about it from a friend.

Take a minute and share the story that compelled you to give:

[FACEBOOK BUTTON]

[TWITTER BUTTON]

Facebook: {STORY LINK}

Twitter: This story inspired me to #TakeAction on @publicgood: {STORY LINK} #DoPublicGood

Thanks for helping make the world a better place.

#2

Subject: Get More Help for Those Working to {CAMPAIGN NAME}

Don't miss out on the opportunity to do more good. One in five people will donate to a cause if they see a friend post about their donation.

You're a couple quick clicks away from helping bring more attention to organizations working to {CAMPAIGN NAME}.

Facebook: {CAMPAIGN PAGE LINK}

Twitter: I took action on @publicgood to support orgs working to {CAMPAIGN NAME}: {CAMPAIGN PAGE LINK} #TakeAction

Thanks for helping make the world a better place.

Users who entered via PGS widget, whose first action was DONATED to an ORG, who have NOT SHARED ON SOCIAL

#1

Subject: More Ways to {ORG NAME}

One post can do a world of good. Seventy percent of people are likely to take action on a cause if they hear about it from a friend.

Take a minute and share the story that compelled you to give:

[FACEBOOK BUTTON]

[TWITTER BUTTON]

Facebook: {STORY LINK}

Twitter: This story inspired me to #TakeAction on @publicgood: {STORY LINK} #DoPublicGood

Thanks for helping make the world a better place.

#2

Subject: Don't Miss Another Chance to {ORG NAME}

Don't miss out on the opportunity to do more good. One in five people will donate to a cause if they see a friend post about their donation.

You're a couple quick clicks away from helping further {ORG NAME}.

Facebook: {CAMPAIGN PAGE LINK}

Twitter: I took action on @publicgood to {ORG NAME}: {ORG PAGE LINK} #TakeAction

Thanks for helping make the world a better place.