SGO Donor Email Examples

Tax Day / Season

SUBJECT: Celebrating Tax Day!

Yup, you heard me right - filing your taxes doesn't have to be so painful this year. By investing in student scholarships at [SCHOOL NAME] you can make a real impact on our school and get Indiana state and federal tax credits.

[DONATE LINK]

- ➔ How it works: Your gift to our federal scholarship program, up to $1,700, is eligible for a 100% federal tax credit. A separate gift to the Indiana program – which has no donation cap – can give you a 50% credit on your state tax liability. Many of our donors are utilizing both ways to give to maximize their impact and tax benefits.

We're grateful that state and federal leaders have set aside tax credits for this program each year. We hope you can join us in making this tax season a reason to celebrate while helping students access high-quality education at [SCHOOL NAME]

Questions? Reach out to our partners at Scholarships for Education Choice, a qualified scholarship granting organization (SGO) at scholarships@sagamoreinstitute.org or s4ec.com.

--

Giving Tuesday

SUBJECT: It's Giving Tuesday — and big news is coming January 1

Happy Giving Tuesday! Today is one of the best days of the year to make a gift that goes straight to students at [School Name].

Your gift this holiday season earns you a 50% state tax credit, with no cap on your donation. Help us to continue tour mission of providing high-quality education.

[DONATE LINK]

And starting January 1, 2027, a brand-new federal scholarship program will let you give up to $1,700 and receive 100% credit on your federal taxes. We'll be in touch with more details at the end of the year.

--

Re-engagement Email (LYBUNT/SYBUNT)

SUBJECT: An update on scholarships at [SCHOOL NAME]

It's been a little while since we connected, and we wanted to share some important scholarship updates from [SCHOOL NAME] with you.

Kayla, one of our newer fifth graders, was able to attend [SCHOOL NAME] AND get the one-on-one attention she needed in math and science because of gifts like the ones you've made in the past. Your scholarship fund directly changes what's possible for our students in the classroom and well into their futures.

Would you consider giving this year? As you know, your donation not only benefits our school but is also **eligible for a 50% state tax credit.** It's a win-win for our students and your finances.

[DONATE LINK]