**Ambassador email:**

Dear Board/Staff/Volunteer:

We have just a few weeks to take advantage of a big opportunity from Knight Foundation.

The foundation has made $25,000 available to us as a matching grant. To unlock these funds, we need to raise $25,000 from individuals and supporters. We only have until January 19th to raise these funds, **so we need to act fast.**

Since you are a leader at our organization, your public support and encouragement is key to our success. You can help encourage people to give to <NAME OF ORGANIZATION> in a few ways:

1. Send an email (like the one below) to your contacts – friends, families, co-workers, people you do business with - and invite them to share your support of <NAME OF ORGANIZATION>. Every gift, every dollar helps us get to our goal.
2. Post about this opportunity frequently on your social media networks (we’ve included language below). Nearly half of donors indicate that the way they learn about causes to support is on social media.
3. Make your own gift to support <NAME OF ORGANIZATION>. You can even get creative – auction off a coffee or lunch date, donate your paycheck for the day, ask for small donations from people that like doing business with you, or dye your hair green for donations – it all helps!

 We are grateful for your support!

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Sample email to your contacts:

Subject line: Your help needed

Dear <FNAME>:

I’m a board member/volunteer/staff member/supporter of <NAME of ORGANIZATION> and I am helping them with a very special opportunity. I hope you can find a way to be a part of it.

During this election season we realized the value of real news, of newsrooms dedicated to public service and offering transparency about who funds their coverage. I am optimistic because of the in-depth, high-quality journalism done by <NAME of ORGANIZATION>, and I hope you will join me in supporting their work. <LINK TO DONATION PAGE>

If you can help, Knight Foundation**will match your donation dollar-to-dollar up to $1,000.**

This is part of the foundation’s [recently announced initiative](http://www.knightfoundation.org/newsmatch) to help ensure that quality, trustworthy and in-depth journalism thrives.

This is a rare opportunity to make your money go twice as far as it would in supporting us as a critical watchdog of democracy. Please help us <LINK TO DONATION PAGE> continue our mission of informing the public and holding powerful citizens and institutions accountable by donating today <LINK TO DONATION PAGE>.

Thank you for your support!

Sincerely,

<YOUR NAME>

Sample social posts:

Twitter:

Help *[Insert organization twitter handle]* remain a watchdog for democracy--@knightddn will match your dollar-for-dollar up to $1k #newsmatch

Give to *[Insert organization twitter handle]* and @knightfdn will match you up to $1k—good journalism needed now more than ever #newsmatch

Take a stand for quality journalism and real news. Join me in supporting *[Insert organization twitter handle].* #newsmatch

Facebook:

If you value journalism, now is the time to show it! Make a donation to <NAME OF ORGANIZATION> and Knight Foundation will match your donation, dollar-for-dollar. <LINK TO DONATION PAGE>

Do you value real news? Give today to support <NAME OF ORGANIZATION> and Knight Foundation will match your donation, dollar-for-dollar. <LINK TO DONATION PAGE>

I am a board member at <NAME OF ORGANIZATION> and I know how hard they work to ensure quality, trustworthy, in-depth journalism. Knight Foundation just announced a $1.5 million fund for top-tier news organizations across the country. **They will match your dollar-to-dollar donation to** <NAME OF ORGANIZATION> **up to $1,000.** Please donate! <LINK TO DONATION PAGE>