Current Donors:

Subject lines:

This just in

Breaking news

Dear <FName>:

We want to thank you for your support of <ORGANIZATION NAME>. It’s people like you that make it possible for us to provide in-depth, high-quality journalism – especially important these days when trust in media is at an all-time low.

<YESTERDAY>, Knight Foundation announced an initiative to help ensure that quality, trustworthy, and in-depth journalism thrives. Knight just announced a $25,000 matching grant for <ORGANIZATION NAME>. To unlock these funds, we need your help. <LINK TO DONATION PAGE>

If you can make an additional donation to <ORGANIZATION NAME> between now and January 19, it will be matched by Knight Foundation, dollar-for-dollar up to $1,000. <LINK TO DONATION PAGE>

Otherwise, please help by sharing this news with your networks. We’ve made it easy to share at the bottom of this email.

We are so grateful for your support of our nonprofit new organization. Many thanks!

<SIGNATURE BLOCK>

PS. Read more about Knight Foundation’s month-long [initiative](http://www.knightfoundation.org/newsmatch) to support independent news.

Sample social posts

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Twitter:

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

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

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 supporter of <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>