**#newsmatch**

**Last Days of 2016 Emails**

December 30th email

Subject line: One more day

Dear <FNAME>:

There is just one more day to make a tax-deductible gift to support <NAME OF ORGANIZATION>. <LINK> As you know, every gift up to $1000 will be doubled by Knight Foundation.

Your gift of any amount means you care about real, unbiased news. And your gift helps us to provide in-depth, high-quality journalism.

There is just one day left in 2016, so please give today: <LINK >

Thank you for your support!

December 30th email

Subject line: We are almost there!

Dear <FNAME>:

There is just one more day to make a tax-deductible gift to support <NAME OF ORGANIZATION>. <LINK> As you know, every gift made will be doubled by Knight Foundation as part of their initiative to support independent news across the country. Thanks to supporters like you, we have almost reached our goal of raising $25,000.

Your gift of any amount means you care about being an informed citizen. You care about real, trustworthy, and in-depth news.

There is just one day left in 2016, so please give today: <LINK >

Thank you for your support!

December 31st

SUBJ Line: Good news for procrastinators

<Fname> -

If you’ve waited until the last minute to make a tax-deductible gift to support <NAME OF ORGANIZATION>, I have good news: your last-minute gift will be matched by Knight Foundation <INSERT OTHER INCENTIVE IF AVAILABLE>.

Click here to make your last-minute gift now. <LINK>

Good things come to those who wait.

<SIGNATURE BLOCK>

SUBJ Line: Our last chance

<Fname> -

In the last two weeks, people like you have stepped up in support of news.

Real news.

We’ve been touched by your generosity and passion for truth and in-depth journalism. We have nearly reached our goal of raising $25,000. Can you take us over the goal line? <LINK> There are just a few hours left to make your 2016 tax-deductible donation.

Thank you,

<SIGNATURE BLOCK>