



Heritage
Consulting Inc.

Donna Ann Harris - Principal
donna@heritageconsultinginc.com

www.HeritageConsultingInc.com
O. 215.546.1988 C. 267.251.5444
422 South Camac St., Philadelphia, PA 19147

Subject lines for email year end gifts

December 28, 2015

There is still time to give!!!!
Give a gift to Downtown
There is still time to give!
5 4 3 2 1 Tax deductible giving
Your gift can be doubled today!
Reaching new milestones
Double the power of your year end gift today
Help us get ready for a great year ahead

December 29, 2015

Only a few days left to support year-end appeal
Matching gift opportunity almost over

December 30, 2015

Match expires in 24 hours

December 31, 2015

Last Chance for Match
Urgent! Only a few hours to double your giving power
And it's over at midnight
Last day for matching gifts
Help your downtown today
Last hours for tax deductible gift
Almost to our goal, help YOUR DOWNTOWN today

Poor examples—these subject lines don't tell you the email is a solicitation or is urgent

Happy Holidays!
Happy New Year!
The end of the year
To a new year

©2015 Donna Ann Harris, Heritage Consulting Inc.