



* Valentine's Day Fundraising Kit

Quick, Story-Driven Tools to Inspire Donors and
Raise Money on Valentine's Day

a Nonprofit Storytelling Conference Publication

Valentine's Day Fundraising Kit

Quick, Story-Driven Tools to Inspire Donors and Raise More This Valentine's Day

Looking for a quick, easy way to raise a little extra money this Valentine's Day?

This Valentine's Day Fundraising Kit isn't a big campaign or something that requires tons of planning. It's just a simple, off-the-cuff way to connect with your donors, share some love, and maybe even inspire a few extra gifts.

Whether you've got five minutes or an hour, this kit has everything you need to send out a quick, heartfelt message. Use the whole kit, or just pick a headline, copy the email, or tweak the donation page—whatever works for you. It's all about making it easy to reach out without overthinking it.

You can:

- Use the headlines to grab attention on social media or your website, and the subject lines to get your email opened.
- Copy the fundraising email to inspire donations.
- Send out the thank you email to show immediate appreciation.
- Plug in the donation page verbiage to ensure a consistent, compelling story.

Each piece works together, but you can mix and match—take what you need, leave what you don't. It's all about making your Valentine's Day fundraising easier and more impactful.

This kit includes:

1. Valentine's Day Headlines & Subject Lines
2. Templated Fundraising Email
3. Thank You Email Template
4. Donation Page Verbiage

1. Valentine's Day Headlines & Subject Lines

Your subject lines and headlines are the first things your donors will see—make them count!

These ready-to-use lines are designed to grab attention, spark curiosity, and connect emotionally with your audience. You can use them in your emails, social media posts, or even on your website. Feel free to tweak them to better fit your organization's tone or the specific story you're telling.

The key is to keep them short, impactful, and focused on the powerful stories you and your donors are creating together.

Subject Lines:

1. "Your act of love can change a life today ❤️"
2. "This Valentine's Day, love takes action"
3. "Show love differently this Valentine's Day"
4. "More powerful than roses: Your act of love"
5. "Love isn't just for cards - it's for changing lives"
6. "The most meaningful Valentine's gift isn't chocolate"
7. "Make your love matter this Valentine's Day"

Headlines:

1. "This Valentine's Day, Share Real Love"
2. "This is What Love Looks Like in Action"
3. "A Valentine's Story of Love Changing Lives"
4. "Every Great Love Story Starts with a Small Act of Kindness"
5. "Make Your Love Matter this Valentine's Day"
6. "Your Gift Can Turn [Beneficiary's Name]'s Life Around This Valentine's Day"

2. Templated Fundraising Email

This email template is designed to help you quickly connect with your donors on Valentine's Day.

Just fill in the placeholders with your donor's name, a beneficiary's story, and specific impacts your organization is making.

Focus on the story of a specific beneficiary to help donors see the real-life impact their gift will have. The more personal and specific, the more powerful the story becomes.

Feel free to customize it to match your organization's voice and mission. Whether you send it as-is or tweak it for a personal touch, this email is an easy way to inspire giving and remind donors how much their support means.



Subject Line: "Your act of love can change a life today ❤️"

Body:

Dear [Donor's First Name],

This Valentine's Day, I'm reminded that true acts of love aren't just found in movies and books and Hallmark cards -- they're done every day by people as generous as you.

Here's an example. [Beneficiary's Name] is no longer [brief struggle, e.g., "facing hunger alone"] but instead [positive change, e.g., "enjoying warm meals and a brighter future"]. That help came because of a generous act of love by a person just like you.

But there are so many [beneficiaries] who need help. So many more acts of love needed.

Will you please make a gift today and spread a little love on Valentine's Day? Your gift of [specific amount, e.g., "\$25"] will help help [specific impact, e.g., "provide meals for a child in need"] and create a lasting impact.

[Button: "Donate"]

Your gift today will make it possible for [Beneficiary's Name] to [solution to the problem, e.g., "enjoy a warm meal and feel safe this Valentine's Day"]. Your generosity will be the reason someone will feel loved today.

With heartfelt gratitude,
[Your Name]

[Your Title/Organization]

3. Thank You Email Template

Subject Line: “You’re the Heart of This Story”

Body:

Dear [Donor’s First Name],

Thank you for sharing your heart with us this Valentine’s Day! Your generosity is will make a difference in the lives of [who your nonprofit serves, e.g., “families in need”].

Because of you, [specific impact, e.g., “children like Suzy are finding warmth, safety, and hope”]. You’ve written a beautiful chapter in someone’s story—one filled with love and kindness.

Your support means the world to those whose lives you’re touching, and I can’t wait to share stories of the impact you’re creating.

With all my gratitude,
[Your Name]
[Your Title/Organization]

4. Donation Page Verbiage

Headline: “Give a Gift of Love This Valentine’s Day”

Body:

Your donation today will directly change the life of someone in need.

This Valentine’s Day, your gift can [specific impact, e.g., “provide a warm meal for a hungry child,” “offer shelter to a family without a home,” or “give a student the supplies they need to succeed in school”].

Every dollar makes a real, tangible difference in the life of a person who needs it.

[Donation Form]



If you found this Valentine's Day toolkit helpful, imagine having a library of storytelling strategies for every season.

At the Nonprofit Storytelling Conference, you'll learn how to craft compelling stories that don't just engage donors—they inspire action and build lasting relationships. Whether you're looking to improve your appeals, thank-you notes, or donor reports, you'll leave with practical tools and ideas you can use immediately. Join us and take your fundraising to the next level through the power of storytelling!

To learn more, go to <https://nonprofitstorytellingconference.com>

If you found this toolkit helpful, please forward it to a friend.

Get help raising more money. Come to the Nonprofit Storytelling Conference.
For more information, go to:

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