

# End-of-Year 2025 — DAF Day Toolkit

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***Before utilizing language in the Toolkit, please request a Tracking Link from your Strategist.***

***For more information about DAF Day 2025, as well as additional templates and resources, please visit <https://www.dafday.com/> to register and confirm your participation with Chariot.***

# Email Templates

Please find below a two-part email series template to share DAF Day with your donors. The first email should be sent in the weeks leading up to DAF Day (October 9th), and the second email should be sent on DAF Day.

## Email One - Pre-DAF Day Message

**Subject:** What will your DAF do, [NAME]

**Preview Text:** October 9th is DAF Day! Use your Donor-Advised Fund to [MISSION].

**Body:**

Dear [NAME],

**October 9th is DAF Day, a national day of giving where supporters, like you, can give back using their Donor-Advised Funds.**

This year, [PARTNER] is thrilled to participate in DAF Day and encourage our community of supporters (like you!) to give back to [MISSION] from their Donor-Advised Funds.

### What is a Donor-Advised Fund?

Donor-Advised Funds are tax-advantaged charitable giving accounts. Anyone can open a DAF at more than one of the 1,000 providers across the nation and receive an immediate tax benefit.

### Why are we participating in DAF Day?

DAF giving is skyrocketing! It's the fastest-growing way to fuel nonprofits like [PARTNER]. If you already have a DAF, you're sitting on philanthropic dollars just waiting to make an impact, and you can give right now without spending an extra cent! Every single gift, big or small, pushes us closer to our mission, and your contribution today will create a ripple effect that lasts for years.

Don't wait! Put your DAF dollars to work immediately and help us make a difference where it's needed most.

[Give from my DAF](#)

The tool linked above integrates with your DAF custodian, so you can easily recommend a grant in minutes while also helping us keep accurate records.

Thank you so much for all your support and dedication to [MISSION].

Best,  
[SIGNATURE]

## Email Two - DAF Day Email (October 9th)

**Subject:** Today is DAF Day, [NAME]

**Preview Text:** Give today and make a meaningful difference for [MISSION]!

**Body:**  
Dear [NAME],

### What will your DAF do?

2025 has been a whirlwind for nonprofit organizations. But standing together makes us stronger than ever before. **So are you ready to make meaningful change with gift from your Donor-Advised Fund today for DAF Day?**

All day long, [PARTNER] is encouraging our supporters with Donor-Advised Funds to take a stand, and make a difference.

If you have funds in a DAF, you can give from money you've already set aside, without spending an extra cent. A gift of **any size** is meaningful, and the collective impact of your contributions on DAF Day will resonate for years to come, including:

- LIST WAYS THAT A DAF DONATION WILL IMPACT YOUR ORGANIZATION

[Give from my DAF now](#)

[Partner] hopes to receive [X] DAF grant recommendations today! **Will you join the movement?**

Best,  
[SIGNATURE]

## Social Media Posts

🕒 The time to support [MISSION] is now! October 9th is DAF Day! DAFs are the fastest growing way to support [PARTNER] and you can join the movement by recommending a grant from your Donor-Advised Fund today. Get started now: [\[insert Tracking Link\]](#)

💡 What will your DAF do? Today is DAF Day, a unique opportunity to strengthen our mission and take advantage of the collective power of DAF giving. Make a grant from your Donor-Advised Fund today and support [MISSION] [\[insert Tracking Link\]](#)

## Postscript

P.S. [<hyperlink>](#) **October 9th is DAF Day!** [<hyperlink>](#) What will your DAF do for [PARTNER]? Make a grant from your Donor-Advised Fund today.

## Email Signatures

[<hyperlink>](#) **October 9th is DAF Day! Make a grant from your Donor-Advised Fund now** [<hyperlink>](#)

[<hyperlink>](#) **Support [ORG] with a grant from your DAF** [<hyperlink>](#)

[<hyperlink>](#) **What will your DAF do?** [<hyperlink>](#)