

# Corporate Giving Resource

## Email Template

### INSTRUCTIONS:

- Utilize the following email template for corporate employee giving campaigns specific to LA Fire Relief.
- Tailor all information in *light purple* to your company's specific use case.

### SUBJECT LINE OPTIONS:

1. How to help victims of the 2025 LA fires
2. What [COMPANY NAME] is doing to help victims of the LA fires
3. Help us raise \$XXXXXX for victims of the LA fires

### EMAIL BODY COPY:

*[Greeting of choice for employees],*

Our hearts are with everyone affected by the wildfires in Los Angeles – whether you are directly impacted, supporting loved ones through this challenging time, or wondering how you can help.

Since January 7, multiple fires have caused significant damage to neighborhoods, property and businesses, and thousands of people have lost everything.

Many terrific organizations are helping on the ground and from afar, providing essential services for those displaced. We know many of you are looking to help, and by donating through *[name/link of your CG website/platform]* between *[date-date]* you can *[double/triple]* the impact of your donation.

*Company to tailor this section in a way that is appropriate to them – e.g., to call out specific nonprofits and include details about their match and any fundraising goals, e.g.:*

Log in *[LINK]* to *[CG platform name]* today to donate to any of the following five nonprofits providing critical services on the ground for wildfire victims. Your donation will be matched *[1:1]* by *[company name]*. This means that if you donate \$20 to an organization, we will match your donation and donate *[\$40]* to the same organization.

- [California Fire Foundation\\*](#)
- [GoFundMe's Wildfire Relief Fund\\*](#)
- [Feeding America\\*](#)
- [Catholic Charities of California\\*](#)
- [Covenant House\\*](#)
- [Lutheran Social Services of Southern California\\*](#)
- [Braille Institute of America\\*](#)

Gifts to organizations marked with an asterisk will also be matched 1:1 by our partner Bonterra (up to \$100,000 across a selection of Bonterra customers working toward LA fire relief efforts).

If you have any questions, please reach out to *[contact]*.

Thank you for your generosity,

*[Name, Role]*

