

DAF Marketing Email Templates

General Email Template for DAF awareness:

Subject: A simpler way to put your DAF to work

Hi [Donor Name],

If you manage your giving through a Donor-Advised Fund (DAF), you know it's an impactful way to organize your philanthropy. However, you also know that actually *sending* those funds can sometimes be a multi-step headache involving separate portals and manual paperwork.

We've changed that.

You can now support [Institution Name] directly from our giving page using DAFpay. This new feature allows you to recommend a grant from your DAF in the same way you'd use a digital wallet—fast, secure, and entirely online.

Why use DAFpay for your next gift?

- **No More Portals:** You don't have to leave our site to log into your provider's separate website.
- **Real-Time Impact:** Your gift is tracked instantly, ensuring you're recognized for your support immediately.
- **Simplicity:** You've already done the hard work of funding your DAF; we've finally made it easy to spend it on the causes you care about.

Next time you visit our site, just look for the DAFpay button at checkout.

[Button: View the Giving Page]

Best,

[Gift Officer Name]

Email Template to Previous DAF Donors from a Gift Officer

Subject Line: A quicker way to use your DAF to Support [Institution Name]

Hi [Donor Name],

I wanted to reach out and share a quick update that I think you'll appreciate.

We know that many of our supporters, like yourself, prefer to give through your Donor-Advised Fund. In the past, that usually meant a bit of extra work to go through your financial provider's portal to get a grant sent our way.

We've just integrated DAFpay into our [Campaign/Project] page to make that process much smoother. It works like a digital wallet—you can recommend a grant from your fund in about three clicks, right on our site, without needing to navigate away or fill out extra paperwork.

If you were planning on supporting [Institution Name] this year, I'd love for you to try it out and let me know what you think of the experience. You can find the button here: [Direct Link to Form].

Best,

[Gift Officer Name]

About Encoura + RNL

RNL has joined Encoura, an industry-leading educational technology and research organization.

Together, Encoura and RNL combine unmatched higher education experience with innovative solutions to help institutions thrive in a rapidly changing environment. Aligned by a shared mission to empower institutions and students to achieve their goals, the acquisition strengthens the delivery of solutions that meet the needs of higher education institutions and students across the full lifecycle journey.

For 50 years, RNL has helped thousands of colleges and universities achieve their goals for enrollment, student retention, and philanthropy. By joining Encoura, RNL's proven expertise will be paired with Encoura's data-driven platforms and agile technology infrastructure to better serve their collective mission.