

DIGITAL MARKETING

52 Email marketing ideas for charities in 2025

Introduction

Email marketing is one of the most effective ways for charities to build strong, lasting relationships with their supporters, raise awareness, and increase donations.

Yet, finding the right content to share and knowing how to consistently engage your audience can sometimes feel overwhelming, especially when resources are limited.

This guide is here to help you navigate these challenges by offering 52 creative, practical, and inspiring email marketing ideas designed specifically for charities.

Whether you're new to email marketing or looking to refresh your current strategy, this guide provides you with a year's worth of content ideas that can be tailored to your charity's mission and goals. These ideas are flexible and can be adapted to fit different occasions, campaigns, or fundraising drives, ensuring your emails remain relevant and impactful.

How to use this resource

Plan for the year

Think of this guide as your blueprint for email marketing in 2025. The ideas are broken down to be used throughout the year, ensuring a steady flow of communication with your supporters. You can plan which ideas to send each week or month, depending on the frequency of your email campaigns.

Customise for your audience

While each idea can be used as-is, consider tailoring it to match the unique voice of your charity and the interests of your audience. Personalisation is key, and a well-crafted email that speaks directly to your supporters will always stand out.

Mix and match

You don't need to use these ideas in order. Feel free to pick and choose which ones best fit your fundraising calendar, seasonal campaigns, or specific events. The more you align these ideas with your charity's goals, the more effective they will be.

Track engagement

Monitor how your audience responds to each email, whether it's through open rates, click-throughs, or donations. This will help you adjust your strategy over time and focus on what resonates most with your supporters.

Tick off as you go

Download this guide, where you can mark ideas as you use them. The checklist includes a table with a 'Sent' and 'Date', column for each idea, helping you stay organised and plan content more effectively throughout the year.

By incorporating these 52 email ideas throughout the year, you'll be able to maintain consistent communication, showcase the impact of your work, and deepen relationships with your donors, volunteers, and advocates. From heartwarming stories to urgent calls to action, these emails are designed to inspire, engage, and ultimately help your charity thrive in 2025.

Email idea	Sent	Date
1. Welcome email Introduce your charity's mission, values, and impact with a personalised welcome email for new subscribers.		
2. Monthly newsletter Share updates on recent initiatives, success stories, and upcoming events.		
3. Impact report Send a quarterly or yearly impact report showing how donations are making a difference.		
4. Volunteer spotlight Highlight a volunteer's story, showcasing their work and the difference they're making in the community.		
5. Thank you email Express gratitude to donors, volunteers, or supporters, emphasising the importance of their contributions.		
6. Story of the month Share an inspiring story of someone or something positively impacted by your charity's work.		

Email idea	Sent	Date
7. Fundraising campaign Launch an email campaign to announce a new fundraising initiative or event.		
8. Donor recognition Publicly acknowledge and thank major donors through a special email.		
9. Seasonal appeal Create an email for seasonal fundraising (e.g., Christmas, New Year, or summer appeal).		
10. Event invitation Send invites for upcoming charity events such as galas, community gatherings, or virtual events.		
11. Behind-the-scenes email Give supporters a peek behind the scenes of how your charity operates, showing the team and process.		
12. Partnership announcement Highlight a new partnership with other organisations or businesses, and explain how it benefits your cause.		

Email idea	Sent	Date
13. Impact milestone update Notify supporters of reaching a significant milestone (e.g., fundraising target, number of lives impacted).		
14. Campaign progress update Provide updates on how your current fundraising campaign is progressing.		
15. Ask for feedback Send a survey to supporters asking for feedback on events, communications, or the charity's activities.		
16. Beneficiary testimonial Feature a testimonial from a person or group who has benefited from your charity's work, creating a personal and emotional connection.		
17. Supporter recognition Show appreciation for those who support you through regular donations or volunteering by offering exclusive content or recognition.		
18. Seasonal gift guide Create a special email with charity-branded merchandise or gift ideas, where proceeds support your cause.		

Email idea	Sent	Date
19. Charity milestone anniversary Celebrate the anniversary of your charity's founding with an email highlighting key accomplishments.		
20. Volunteer call-to-action Encourage supporters to sign up as volunteers with an inspiring email on how they can make a difference.		
21. Social media integration Send a "follow us" email encouraging your subscribers to follow you on social media for more updates.		
22. Charity petitions/advocacy alerts If your charity is involved in advocacy, send an email urging subscribers to sign petitions or get involved in campaigns.		
23. Campaign countdown Send a series of countdown emails leading up to a fundraising event or campaign launch.		
24. Charity facts & stats email Highlight key statistics that demonstrate the impact your charity is having.		

Email idea	Sent	Date
25. Exclusive content for donors Offer exclusive content, such as a behind-the-scenes video or interview, to your supporters.		
26. Urgent appeal email If there's an urgent need (e.g., disaster relief), send an emotional and urgent appeal for donations.		
27. Guest blog expert email Feature a guest blog post from an expert in your field.		
28. Anniversary of a key event Celebrate the anniversary of an impactful event or partnership in your charity's history.		
29. Event success story Share heartwarming stories from your activities.		
30. Monthly donation option Encourage supporters to sign up for monthly donations with an email explaining how small regular contributions add up.		

Email idea	Sent	Date
31. Behind-the-scenes video email Send a short video showcasing your team, staff, or volunteers in action.		
32. Charity challenge Launch a fitness or fundraising challenge and invite supporters to participate or donate.		
33. Event recap email Send an email with highlights, photos, and the outcome of an event or fundraiser.		
34. Exclusive early bird access Offer early bird access to events or ticket sales to your email subscribers.		
35. Limited-time offer email Send an email with a limited-time offer or donation match to encourage action quickly.		
36. Annual gala invitation Send a beautifully designed email inviting supporters to attend your charity's annual gala or event.		

Email idea	Sent	Date
37. Corporate partnership spotlight Feature a corporate sponsor in a spotlight email, showing the value they bring to your charity.		
38. Guest blog email Feature a guest blog post from a partner, volunteer, or supporter to give a different perspective and broaden your content.		
39. Volunteer impact email Show the difference volunteers are making with an email featuring their stories.		
40. Sponsorship opportunity email Send an email outlining opportunities for businesses or individuals to sponsor your upcoming projects or events.		
41. Feature your board members Highlight board members and their stories, showing how they contribute to the charity's mission.		
42. Donor update on how funds are used Provide transparency by sending a detailed email on how donated funds are being spent.		

Email idea	Sent	Date
43. Thank-you for attending email After an event, send a personalised thank-you email to all attendees with a summary and photos.		
44. Event reminders Send timely reminders for upcoming events, urging subscribers not to miss out.		
45. Educational resource sharing Send out useful resources, articles, or guides that align with your cause, helping your supporters learn more and become better advocates.		
46. Charity needs list email Send an email detailing the specific items or resources your charity is in need of.		
47. International day awareness campaign Create email campaigns around relevant international days (e.g., World Hunger Day, Earth Day).		
48. Referral programme Encourage your supporters to refer friends or family to your mailing list in exchange for a small gift.		

Email idea	Sent	Date
49. Exclusive volunteer invitation Send an email inviting your most dedicated supporters to a special volunteer event or behind-the-scenes tour.		
50. Charity challenge recap email After a challenge or fundraising event, send a recap highlighting achievements and next steps.		
51. Peer-to-peer fundraising call Encourage supporters to create their own fundraising page and send an email with instructions on how they can help.		
52. Annual thank you letter Close the year with a heartfelt email thanking your supporters for their continued dedication to your cause.		

By implementing these ideas, you can create a consistent and meaningful email marketing plan that connects with your audience, showcases the impact of your work, and strengthens your charity's mission.