GiveMN Sample

CALLS-TO-ACTION

gtmd

november 19, 2026

SAMPLE CALLS-TO-ACTION FOR GTMD26



Having a clear call-to-action is important anytime you're fundraising! Calls-to-action tell the audience exactly what you need them to do in order to support your work. Different actions might include signing a petition, volunteering, donating money, and more.

Feel free to use these samples as starting points for developing your own call-to-action. Remember, you know your mission and your audience best, so lean on your expertise and knowledge of your audience to craft a message that speaks directly to them. **In general, give your donors a clear challenge that they can help you solve, and make your ask direct and clear.**

Below, you'll find three sample calls-to-action (CTAs) for three fictional organizations:

- an animal rescue
- a youth arts organization
- a volunteer-run neighborhood coalition

In addition to providing you with a sample call-to-action, we've also laid out the components that make up a strong story.

Happy fundraising!

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EXAMPLE 1 – HAMSTER HABITATS MINNESOTA

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What is the **specific challenge or obstacle** your organization is addressing?
  - Many hamsters that are adopted from pet stores are later abandoned
- Why is it **urgently important** that this challenge is addressed?
  - We believe that every hamster deserves a loving home and that people who want to become pet owners should have the resources and education to provide a healthy, happy life for their hamsters
- Why is **your organization** the one to address this issue?
  - We provide small mammal education to pet owners to reduce the number of re-homed hamsters
- What does your organization **need** to solve the problem?
  - $2,500 would provide educational guides to 100 pet stores across Minnesota, ensuring every person who adopts a hamster receives information and support
- Then: **Make your ask**, and close your story by **centering the community** you work with.

NOW, PUT IT ALL TOGETHER:

When we found Charlie, he was dropped off in his cage on the front steps of our office. *His bedding needed to be changed, his water bottle was empty, and his hamster wheel was broken.* Many first-time hamster owners simply don't know what proper hamster care looks like before it's too late, and well-meaning owners who give up too soon just repeat the cycle, straining shelters and stressing animals.

That's where Hamster Habitats Minnesota comes in. After nursing Charlie back to health, we set out to find him an owner. Jack had just finished our beginner care course and was ready for his first hamster. When he met Charlie, the two bonded instantly.

Two years later, Jack is happy to report that Charlie is healthy and doing better than ever!

That's why we need your support this Give to the Max Day. **We need to raise $2,500 by midnight on November 19** to bring our first-time hamster owner guide to 100 pet stores across Minnesota. These guides will help reduce the number of hamsters that need to be re-homed and create happier lives for thousands of hamsters!

Can we count on your donation of $50 or more by midnight?

Every guide we place means one more owner who's ready, and one more hamster who gets to stay home for good. Together, we can make sure every Charlie finds a Jack.



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EXAMPLE 2 – ART TO THE MAX

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What is the **specific challenge or obstacle** your organization is addressing?
  - Many art programs in public schools are being reduced or eliminated
- Why is it **urgently important** that this challenge is addressed?
  - Studies show that art education helps with children's cognitive development, motor skills, creative thinking, and more - we can't afford to let our kids go without this important piece of their education
- Why is **your organization** the one to address this issue?
  - Art to the Max offers an after-school arts program, free-of-charge to kids ages 5-14
- What does your organization **need** to solve the problem?
  - $10,000 will allow us to admit 10 more students to our program this next school year
- Then: **Make your ask**, and close your story by **centering the community** you work with.

NOW, PUT IT ALL TOGETHER:

After the final school bell rings, Alexis and Alba run to the gym where they know they'll spend their afternoon working on their next creative masterpiece with the help of an Art to the Max teacher. Since art classes were reduced at their school, Art to the Max has become the only arts education program available.

Without these regular art classes, kids like Alexis and Alba don't have access to a critical creative outlet that all children deserve to experience! Art to the Max's after school program offers opportunities to explore new mediums, think creatively, and build fine motor skills - all important aspects of a healthy, well-rounded educational experience.

That's why we need your support! Your donation will help us welcome 10 additional students to our program this school year - ten more artistic creators and ten more lives changed.

Will you donate today? Thanks to the support of XYZ Art Supply, every donation will be matched until we reach our $10,000 goal!

Thank you for helping us bring art classes to more kids in our community.





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EXAMPLE 3 – FRIENDS OF GENEROSITY NEIGHBORHOOD

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What is the **specific challenge or obstacle** your organization is addressing? *(Pro tip: if you can't identify a challenge, think about what your ideal goal is or what your audience needs!)*
  - We want neighbors to feel connected to each other
- Why is it **urgently important** that this challenge is addressed?
  - When our neighborhood feels more connected, we can help support one another, decrease loneliness for our neighbors, and build a strong community
- Why is **your organization** the one to address this issue?
  - We put together welcome baskets for new neighbors
- What does your organization **need** to solve the problem?
  - $1,000 will fund 10 new neighbor baskets over the next year
- Then: **Make your ask**, and close your story by **centering the community** you work with.

NOW, PUT IT ALL TOGETHER:

Think back to when you first moved to Generosity Neighborhood. Remember the stress of packing, moving boxes, and navigating your new community?

Now think back to the welcome basket you received from Friends of Generosity Neighborhood - for our neighbor Graham, that welcome basket meant the world to him!

"When I retired and my kids moved away, I was worried about moving into a new neighborhood. But the welcome basket made me feel right at home and let me know I have people to depend on!"

During Give to the Max 2026, we're raising $1,000 to fund 10 welcome baskets over the next year so that more people like Graham can know that we're here for them.

Can you donate by midnight on November 19 to help us reach our goal?

Let's make sure our new neighbors get a warm welcome!



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