

# Summer Giving Lulls

Have a plan for when your piggy bank seems to be on vacation.



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# Summer Giving Plan

**Use digital tools and personal touches to stay top of mind!**

✓ **Schedule engaging digital campaigns to reach supporters on the go:**

*"Join our Summer of Impact campaign—every \$25 gift helps a child access summer learning programs!"*

✓ **Offer easy online giving options for convenience:**

*"Tap, give, done! Our new mobile-friendly donation page makes it simple to support, even from the beach: [donate link]"*

✓ **Send personalized thank-you messages to keep donors engaged:**

*"Hi Sarah, your summer gift made a difference! We're so grateful for your continued support—here's a quick video message from our team: [link]"*



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