**Subject**: Stock Monday: A smarter way to support [ORGANIZATION NAME]

As you already know, tomorrow is GivingTuesday, one of the most important days of the year for [ORG] and [MISSION]. [Insert 1-2 sentences about goals for GivingTuesday such as amount to fundraise, and what will be done with those funds.]

But today is **Stock Monday,** and I want to share a way that many of our dedicated supporters, like you, are making the most of their end-of-year donations. You can make a big impact on all the causes you care about, while saving money in the process!

## Did you know that donating stock is one of the smartest ways to give — and it beneﬁts you while supporting [ORG]? Here’s why:

* **You can save on taxes:** When you donate your appreciated assets, you avoid paying capital gains tax. If you itemize deductions, you can also take a charitable deduction for the entire donation amount.
* **Now is the perfect time to donate:** For your gift to be eligible for your 2021 tax return, you must give by **December 31, 2021**.

## <<link in button>> Maximize my impact <<link in button>>\*

**Jumpstart your end-of-year giving by celebrating Stock Monday —** and maximize your impact for [MISSION], while minimizing your tax burden. I hope you ﬁnd this information useful as you consider all of your options for giving.

Sincerely, [SIGNATURE]