

Matching Gift Challenge Email

Subject: Your donation will be DOUBLED today!

Dear [First Name],

Great news! A generous supporter has agreed to match every donation we receive between now and [deadline], dollar for dollar, up to \$[amount].

This means your contribution of \$50 becomes \$100. Your \$100 becomes \$200. This is the perfect opportunity to maximize your impact on our campaign.

We're using these funds to [specific goal: reach undecided voters, launch our television ads, open field offices in key neighborhoods]. With your matched donation, we can accomplish twice as much.

Don't let this opportunity pass. Donate before [specific time/date] at [website link].

Together, we're going to win this.

[Candidate Name]

P.S. Remember, this match expires at [time] on [date]. Please act now!

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