Wave 1
Subject line A: move beyond static donor walls, {{FirstName}}
Subject line B: checking in, {{FirstName}}

{{Random | 'Hi' | 'Hey' | 'Hi there' }} {{FirstName}},

I recently reached out to {{Referral_Name}}, but thought you'd also be interested in our {{Random | 'fresh way' | 'innovative approach' | 'new method'}} to connect with and recognize your supporters.

Traditional donor walls can be static, leaving out the rich stories behind the donors and their donations. Our new {{Random | 'digital donor walls' | 'interactive donor walls' | 'tech-enabled donor walls'}} blend physical recognition with interactive digital elements to provide {{Random | 'dynamic' | 'engaging' | 'immersive'}} experiences for your supporters.

I'd love to show you how this can benefit {{Company}} and maybe {{Random | 'brainstorm some ideas.' | 'discuss potential solutions.' | 'explore possible opportunities.'}} Let's schedule a time to chat soon.

{{Random | 'Best,' | 'Regards,' | 'Talk shortly,' | 'Looking forward,'}}
{{SendingEmail.SenderFirstName}}

Wave 2 - Same thread

{{Random | 'Hi' | 'Hey' | 'Hi there' }} {{FirstName}},

Would you like me to send over a {{Random | 'case study' | 'detailed example' | 'recent case study'}} featuring one of our {{Random | 'recent digital donor walls?' | 'interactive donor walls?' | 'tech-enabled donor walls?'}}

You might like our Utah Jazz "Five for the Fight" campaign. We built the team an {{Random | 'interactive wall' | 'engaging digital wall' | 'dynamic donor wall'}} with personalized video messages from players, visual donation triggers, and real-time encouragement messages.

{{Random | 'Best,' | 'Regards,' | 'Talk shortly,' | 'Looking forward,'}}
{{SendingEmail.SenderFirstName}}

Wave 3
Subject line A: digital donor walls for {{Company}}
Subject line B: you or {{Referral_Name}}?

{{Random | 'Hi' | 'Hey' | 'Hi there' }} {{FirstName}},

I just wanted to follow up on my last email and see if you're interested in learning how {{Company}} could benefit from our {{Random | 'digital donor wall solution' | 'interactive donor wall solution' | 'tech-enabled donor wall offering'}}.

We've already seen it work wonders for clients like Utah Jazz's "Five for the Fight" campaign, where personalized video messages, donation trackers, and real-time updates encouraged engagement at every level.

Let me know if you or {{Referral_Name}} would like to explore how we could customize this for {{Company}}. Happy to set up a meeting to {{Random | 'dive deepe.r' | 'discuss further.' | 'explore the details.'}}

{{Random | 'Best,' | 'Regards,' | 'Talk shortly,' | 'Looking forward,'}}
{{SendingEmail.SenderFirstName}}

Wave 4

{{Random | 'Hi' | 'Hey' | 'Hi there' }} {{FirstName}},

With a digital donor wall, {{Company}} can:

- {{Random | 'Easily update your donor wall' | 'Quickly update your donor wall' | 'Easily refresh your donor wall'}} without the cost or hassle of physical plaques

- Quickly create personalized recognition and share compelling donor stories

- Boost engagement with real-time fundraising progress and live updates

It's a {{Random | 'future-ready' | 'forward-thinking' | 'cutting-edge'}} way to honor your donors and tell their stories without adding strain on your internal team.

Would you be open to a quick call next week to explore ideas tailored to {{Company}}?

{{Random | 'Best,' | 'Regards,' | 'Talk shortly,' | 'Looking forward,'}}

Paragraph:

DONOR RECOGNITION THAT MAKES PEOPLE FEEL SEEN. VGS is bringing donor recognition into the digital age with our hybrid donor walls—a perfect mix of physical and interactive digital features. Share personalized messages, track donations in real time, and update content easily without the hassle of plaque reorders.