



Below are sample subject lines and email text that you can use to notify your community of this opportunity. Please feel free to make edits and updates as you see fit.

**Subject lines:**

- Do you run a Shopify store?
- A new way to support {NGO name}
- New partnership with Shopify app store!

**Body Text:**

Hi [name],

Do you or anyone you know run an ecommerce store hosted on Shopify?

We just partnered with the [Round Up for Charity](#) app on Shopify! This *free* app allows online shoppers to donate a few additional cents to support {NGO name}.

As a supporter of our mission, we thought this would be a great new way to increase donations at absolutely no cost to you. This 5-star rated app is completely free!

Check it out here:

[https://apps.shopify.com/round-up-seamlessly-support-local-non-profits?surface\\_detail=donate&surface\\_inter\\_position=1&surface\\_intra\\_position=2&surface\\_type=search](https://apps.shopify.com/round-up-seamlessly-support-local-non-profits?surface_detail=donate&surface_inter_position=1&surface_intra_position=2&surface_type=search)

- Increases cart conversion rates
- Completely automated
- Tech support within 3 hours

Let me know if you have any questions!

Thanks!

*Signature block*