



TOOLKIT - Promoting the Charitable Deduction for Non-Itemizers

This toolkit provides resources your charitable organization or nonprofit can use to promote the new charitable deduction for non-itemizers included in the One Big Beautiful Bill Act. We encourage you to adapt these templates for your own nonprofit organization.

Sample Newsletter Articles

Sample #1

A New Tax Benefit for your 2026 Giving

Beginning in 2026, donors who take the **standard deduction**, which includes the vast majority of taxpayers, will be eligible for a **new federal charitable tax deduction**. Thanks to the *One Big Beautiful Bill Act*, individuals who do not itemize can deduct up to **\$1,000** in cash charitable gifts each year, or **\$2,000** for married couples filing jointly.

This deduction is **above the line**, meaning it lowers your **adjusted gross income (AGI)** and reduces taxable income even if you don't itemize.

What kinds of gifts qualify?

Eligible gifts include **cash donations to public charities**, including donations to [insert charity name]. Note that gifts to donor-advised funds and private non-operating foundations do not qualify.

Because approximately **90% of taxpayers** take the standard deduction, this new provision opens the door for millions of Americans, especially younger donors and those early in their careers—to receive a meaningful tax benefit for giving.

As you consider your 2026 giving plans, this new deduction is a simple and powerful way to make your generosity go even further.

Sample #2

New Deduction Helps More Donors Support Organizations Like {Insert Org Name}

A big change is coming for charitable giving: starting in 2026, taxpayers who do not itemize will finally be able to claim a tax deduction for their cash charitable contributions. This new incentive allows individuals to deduct up to \$1,000 and couples up to \$2,000, even when using the standard deduction.

This change is expected to expand the pool of donors who can receive a tax benefit from their giving, especially since the majority of American households do not itemize.

Why this matters

- It lowers taxable income directly through an above-the-line deduction.
- It offers new benefits for donors who traditionally haven't been eligible for tax savings.
- It encourages smaller, recurring cash gifts, boosting long-term impact for nonprofits.

Just remember: the deduction applies only to cash gifts to qualifying public charities, not donor-advised funds or private non-operating foundations.

As 2026 approaches, we look forward to helping supporters like you take advantage of this expanded opportunity to make a difference.

Sample #3

2026 Brings New Opportunities for First-Time and Younger Donors

If you've ever wondered whether giving to charity brings tax benefits when you don't itemize, the answer, starting in 2026, is yes!

A new federal rule allows standard-deduction filers to deduct up to \$1,000 (or \$2,000 for couples) in cash donations to eligible nonprofits.

This is especially meaningful for younger donors or those early in their careers, who make up a large portion of non-itemizers. Experts note this is an ideal moment to help new donors build strong philanthropic habits.

Key points to know

- This is an above-the-line deduction, reducing your taxable income immediately.
- Cash gifts to qualified public charities count, including to [insert org name]
- Donations to DAFs and private non-operating foundations are not eligible.

This change makes charitable giving more accessible and rewarding for millions of Americans, especially those just beginning their philanthropic journey. Please reach out if you have questions.

Sample #4

Planning Ahead: How to Maximize Your 2026 Charitable Impact

This year brings a major new opportunity for donors: a permanent above-the-line charitable deduction designed to support giving among non-itemizers. Eligible taxpayers will be able to deduct up to **\$1,000** (or **\$2,000** for joint filers) in **cash contributions to qualifying charities**.

Since the deduction begins with gifts made on or after **January 1, 2026**, now is the perfect time to plan your giving strategy.

Who benefits the most?

- Donors who take the standard deduction (roughly **90%** of filers)
- Individuals looking to expand their charitable impact with modest gifts
- Donors who prefer simple giving mechanisms (direct cash gifts over complex vehicles)

Important reminder

Only **cash gifts to public charities** qualify. Donations to **donor-advised funds** and **private non-operating foundations** are excluded from the new deduction

As the new deduction goes into effect, your gifts can provide the same strong support for [insert org name] while also offering you a new financial benefit at tax time.

Sample E-mail Messages

Sample #1 (Short Version)

Subject Line Options:

- You Can Claim a Charitable Deduction Even If You Don't Itemize
- Good News for Donors Who Take the Standard Deduction
- Your Gift Could Reduce Your Taxes This Year

Body:

Hi [Name],

We're excited to share some good news: you may now be able to claim a charitable deduction even if you don't itemize your taxes.

This new deduction lets taxpayers who take the standard deduction receive a tax benefit for eligible cash gifts to nonprofits like ours. It's a simple way to support a cause you care about *and* reduce your taxable income.

If you'd like to make a tax-deductible gift today, you can do so here: **[Donate Link]**

Thank you for helping fuel our mission!

Warmly,
[Organization Name]

Sample #2 (Medium Version)

Subject Line Options:

- New Tax Benefit for Non-Itemizers Who Give Charitably
- Your Donation Is Now Deductible Even Without Itemizing
- Support [Cause] and Receive a Tax Benefit

Body:

Hi [Name],

There's a new opportunity to support [Organization Name] *and* receive a tax benefit, even if you take the standard deduction on your tax return.

A recent change in federal tax law allows non-itemizers to deduct certain cash donations to qualified nonprofits. That means your gift to **[Organization Name]** may reduce your taxable income while helping us **[brief mission statement or impact example]**.

How it works:

- You can claim the deduction even if you don't itemize
- Cash gifts made by check, credit card, or online qualify.
- Make sure you keep your donation receipt.

Your generosity helps make our work possible. If you'd like to take advantage of this new deduction, you can donate here:

 **[Donate Now]**

Thank you for all the ways you support our mission!

With gratitude,
[Name]
[Title]
[Organization Name]

Optional P.S.: Questions? We're happy to help! Just reply to this email.

Sample #3 (Long Version)

Subject Line Options:

- A New Way to Give Back and Get a Tax Benefit

- Important Update: Charitable Deductions for Non-Itemizers
- Maximize Your Impact and Your Tax Savings

Body:

Dear [Name],

As you think about your charitable giving this year, we want to make sure you know about an important change that could benefit you. Federal tax rules may allow you to claim a charitable deduction even if you take the standard deduction, making it easier for more people to support nonprofits like **[Organization Name]**.

What this means for you

If you make an eligible cash contribution to a qualified charitable organization, you may be able to deduct that gift from your taxable income without having to itemize. This special deduction is designed to encourage charitable giving and support the important work nonprofits do every day.

What qualifies

- Cash gifts (check, credit card, online)
- Donations to qualified nonprofits, including [Organization Name]
- Receipts or acknowledgements documenting your contribution

Your support helps us **[insert short impact statement—e.g., “provide food for local families,” “expand educational access,” “protect our watershed”]**.

If you’re planning to give this year, this new deduction is a simple way to increase your impact at no additional cost.

You can make a tax-deductible donation here:

 **[Make My Gift]**

Thank you for your continued partnership and belief in our mission.

Warm regards,

[Name]

[Title]

[Organization Name]

[Contact Info]

Optional P.S.: We encourage you to consult with your tax advisor to understand how this deduction may apply to your specific tax situation.

Sample #4 (Giving Day Example)

Subject Line Options:

- Today's the Day! Give Back & Get a Tax Benefit
- On Giving Day, Your Gift Goes Further In More Ways Than One
- Make Your Giving Day Gift Count (and Reduce Your Taxes!)

Body:

Hi **[Name]**,

Happy Giving Day! Today, our community is coming together to support the mission and programs that make a real difference and we'd love for you to be part of it.

And here's great news: thanks to a recent update in federal tax law, you may now be able to claim a charitable deduction even if you don't itemize your taxes.

That means your Giving Day donation to **[Organization Name]** could:

- Support meaningful work happening right now, and
- Provide you with a potential tax benefit even if you take the standard deduction.

How it works

- Eligible cash gifts to qualified nonprofits may be deductible for non-itemizers.
- Online donations, checks, and credit card gifts all qualify.
- Just keep your donation receipt (we'll send one automatically!)

Your Giving Day support fuels **[1–2 sentence mission impact, e.g., “after-school programs for local youth,” “meals for families in crisis,” “critical environmental protection work”]**.

If you're able, we hope you'll join us in celebrating Giving Day by making a gift that truly goes further:

 **[Give Now for Giving Day]**

Thank you for being part of this community and for everything you do possible.

With gratitude,

[Name]

[Title]

[Organization Name]

PS Your Giving Day gift could also offer you a tax benefit, another great reason to give today!

Sample Website Updates

Sample #1 (Short)

Give Back and Get a Tax Benefit!

Did you know you can claim a charitable deduction **even if you don't itemize your taxes**? Beginning in

2026, a new law allows taxpayers who take the standard deduction to deduct certain charitable gifts. It's an easy way to support the causes you care about while reducing your taxable income.

Every gift makes a difference **and now every gift is deductible**. Thank you for your generosity!

Sample #2 (Medium)

Your Gift Matters and May Be Tax-Deductible Even If You Don't Itemize

Great news: you can support **[insert organization name]** and receive a tax benefit without itemizing your deductions.

Federal tax law allows taxpayers who take the standard deduction to claim a charitable deduction for eligible cash contributions to qualified nonprofits like ours. This means your support not only strengthens our work—it may also lower your taxable income.

How It Works

- You can claim the deduction *even if you use the standard deduction*.
- Only cash gifts to qualified charitable organizations are eligible.
- Be sure to receive a receipt or acknowledgement of your donation.

Your generosity fuels our mission, and we're grateful for every gift. Thank you for helping us make an impact!

Sample #3 (Long)

Claim a Charitable Deduction Even If You Don't Itemize Your Taxes

Your generosity can make a meaningful difference to **[insert organization name]**, and federal tax rules may allow you to deduct your charitable contributions even if you take the standard deduction.

This new deduction is designed to encourage giving by allowing taxpayers who don't itemize to still receive a tax benefit for supporting nonprofits.

What You Need to Know

✓ You don't need to itemize.

Taxpayers who take the standard deduction may still claim a charitable deduction for eligible cash gifts to qualified charities.

✓ Cash contributions qualify.

Donations made by check, credit card, or electronic transfer are eligible. Gifts of goods, property, or services are excluded.

✓ **Keep your receipt.**

The IRS requires documentation for all charitable contributions, no matter the amount.

✓ **Your gift strengthens our mission.**

Every donation supports our programs and helps us serve more people in need. This deduction is a simple way to increase your impact at no additional cost.

Ready to Make a Difference?

Your support helps move our mission forward, and we're grateful for your commitment. If you have questions about charitable giving or need a donation acknowledgment, our team is here to help.

Sample Social Media Posts

LinkedIn/Facebook

Sample #1

Great news for generous supporters!

You can now claim a charitable deduction even if you don't itemize your taxes.

Federal tax law now allows taxpayers who take the standard deduction to still receive a tax benefit for eligible cash gifts to nonprofits like ours.

Your support fuels our mission and now your gift may also reduce your taxable income.

Make your impact today: **[Donation Link]**

Sample #2

Your generosity makes a real difference and now it may bring you a tax benefit too!

Federal tax rules now allow **non-itemizers** to deduct eligible cash gifts to qualified charities. That means your donation to **[Organization Name]** could support life-changing work *and* help lower your taxable income.

Join us in making a difference: **[Donation Link]**

Sample #3

Today's a great day to support a cause you care about. Even better?

You may be able to deduct your gift even if you take the standard deduction.

Your contribution strengthens **[brief mission impact]**, and this new deduction helps your gift go even further.

Give with heart—and get a tax benefit too!

Donate here: **[Donation Link]**

X

Sample #1

Good news! 🎉

You can now claim a charitable deduction on certain gifts even if you don't itemize.

Your gift supports our mission *and* could reduce your taxable income.

Give today: [\[Link\]](#)

Sample #2

Make an impact and get a tax benefit!

Non-itemizers may now deduct eligible cash gifts to nonprofits like ours.

Donate here: [\[Link\]](#) ❤️

Sample #3

Support a cause you love AND potentially reduce your taxes? Yes please.

Non-itemizers may now deduct eligible charitable contributions.

Donate Today: [\[Link\]](#)

Sample #4 (Giving Day)

It's Giving Day! 🎉

Your gift today supports **[mission]**, and you may be able to deduct it even if you don't itemize.

Give now: [\[Link\]](#)

Instagram Captions

Sample #1

Did you know? 💡

You may be able to claim a charitable deduction even if you take the standard deduction.

Your support helps us **[impact]**, and now your gift may also bring a tax benefit.

Give today at the link in our bio! ❤️

Sample #2

Your generosity goes further than ever.

New tax rules may let non-itemizers deduct cash gifts to nonprofits like ours.

Make a difference. Feel the impact.

Link in bio to donate. ✨

Sample #3

Give back → Get a tax benefit.

Non-itemizers may be able to deduct eligible cash gifts.

Support our mission today! ❤️

Link in bio.