

THANK YOU TEMPLATES

Donor Appreciation for Email, Social Media and Text



Saying thank you is an essential step in building long-lasting donor relationships.

We're here to help make those heartfelt messages of appreciation that much easier.

Thanking, recognizing and honoring supporters is about a lot more than just acknowledging their gifts and making them feel good (though it doesn't hurt!). It's also about creating trust and building long-lasting relationships. Saying thank you in a way that shares your appreciation, shows how donations are being put to good use and what your organization is accomplishing will all go a long way in cultivating donors, sponsors and volunteers.

Our Thank You Templates will help save you time, ensure your messaging makes an impact and endear your cause to donors. Whether you're thanking them promptly after donating, sharing impact with your gratitude or laying the foundation for an effective ask, we've got you covered. Simply copy, paste or even combine elements from different templates to craft your perfect thank you emails, posts and text messages.

Show your gratitude, inspire repeat giving and motivate long term loyalty from supporters with ease.

Did You Know?

44% of donors

are motivated to give again after prompt gift acknowledgement¹

70% of donors

had a better recall of a thank you than an appeal²

55% of donors

never or rarely receive measurable results of their gifts at work³

Why Donors Don't Give Again?

- **Not acknowledged** for a previous gift
- **Not asked** to donate again
- **Lack of communication** about results

What's Included

» TIPS FOR THANKING DONORS

General Tips
Crafting Your Message
Motivating Repeat Giving

» THANK YOU TEMPLATES

Email
Social Media
Text Messages

TIPS FOR THANKING DONORS

You've been hard at work creating connections and making appeals, and it's paid off! Now it's time to send some heartfelt and timely messages of thanks to your donors. In order to maximize the impact of your acknowledgements, follow these tips and guidelines when crafting and sending messages.



GENERAL TIPS

- ✓ Send a heartfelt, thank you and tax receipt within 24-48 hours of a gift
- ✓ Take the time to personalize your messages to make them meaningful
- ✓ Share the impact of the gift and what it helped accomplish
- ✓ Show how well your programs work with stats about your results



CRAFTING YOUR MESSAGE

- **Create an emotional reaction with an excited, grateful and familiar tone.** Example: "I can't begin to thank you enough for..."
- **Give the donor credit for your excellent work.** Example: "Your gift will help serve xx people." vs. "Your gift will help our organization serve xx people..."
- **Assure your donors they made a wise investment.** Example: "Your gift will go directly to..."
- **Be specific when sharing your campaign's results.** Example: "We met our goal" vs. "We raised \$10,000 so 100 families will have food on the table this month."



TIPS FOR THANKING DONORS



MOTIVATING REPEAT GIVING

Keeping a donor is far less expensive than getting a new one. Your thank you is a great first step in donor cultivation so you can turn that new donor into a recurring one. In addition, acknowledge the gifts of existing repeat and monthly donors. Take the time to follow up with both groups in a meaningful way and then make a plan for ongoing contact.

For a more in-depth look at the ins and outs of monthly giving programs with details on how to create successful recurring giving campaigns, check out our ebook, [Establishing Recurring Donors: 7 Ways to Create Long-Lasting Impact](#).



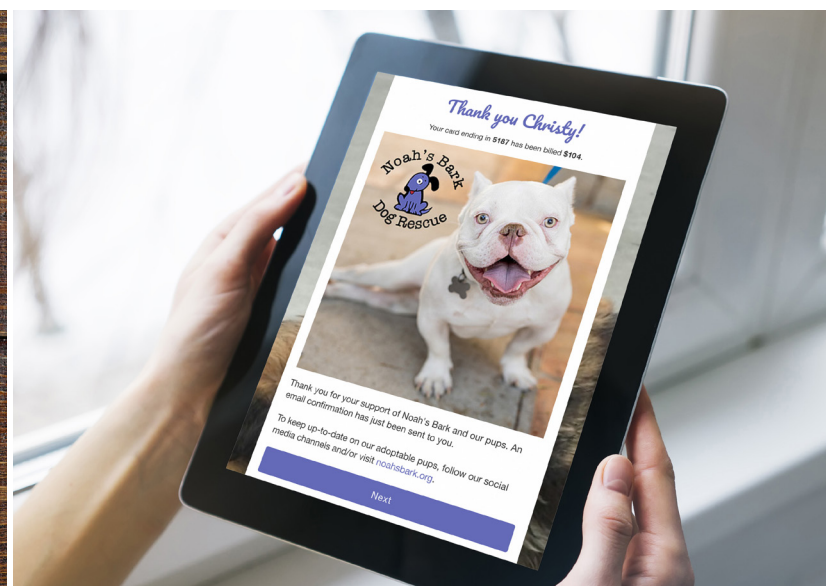
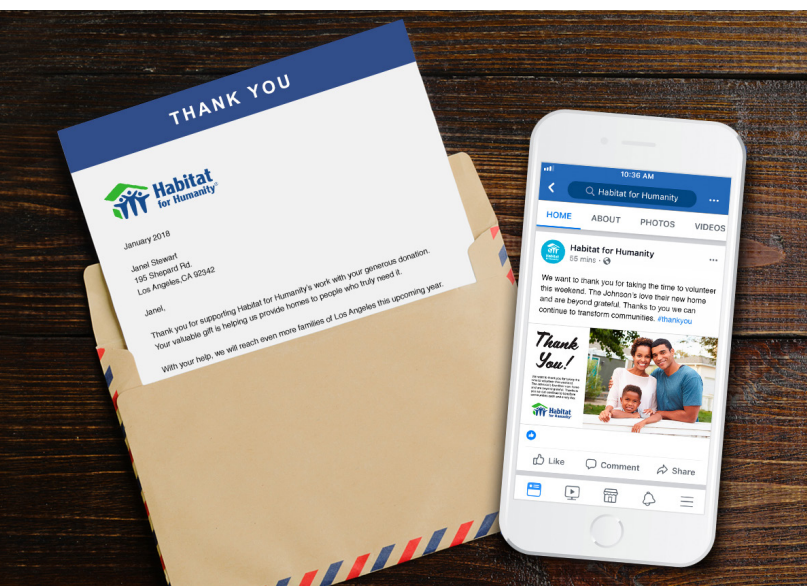
TIMING OF YOUR THANK YOUS

For **first time donors**, try messaging at these intervals to encourage repeat giving:

- **Right after donating**—send an enthusiastic and heartfelt thank you
- **First four to six weeks**—share what their donation has helped accomplish
- **Four months**—this is the time most first time donors convert to monthly

For **monthly or recurring donors**, try messaging at these intervals:

- **Right after signing up**—a thank you letter, welcome packet, phone call, or email
- **After first monthly donation**—another meaningful thank you, not just a receipt
- **Second and third months**—remind the donor of what their gift makes possible





THANK YOU TEMPLATES

EMAIL TEMPLATES

To help you craft your thank you messages with ease, we have compiled prewritten, fill-in-the-blank email, text and social media messages. Simply copy, paste, edit and include your organization's unique information and images.

EMAIL TEMPLATE #1: ATTENDED A VIRTUAL EVENT

Subject line: It's All Because of You!

Dear [Name],

Thank you so much for making our virtual [Event Name] such an amazing success! It was heartwarming to have so much interest in [Event Name]—from talented and enthusiastic [type of special guests] to engaged and responsive viewers. It really did feel like we were celebrating together.

Hosting such an extraordinary virtual event requires an enormous amount of community creativity, flexibility and time. Thanks to you, our wonderful sponsors and supporters, we were able to meet the challenge. We literally couldn't have done it without you.

While we consider the [Event Name] to be a success, it can't compete with the real thing or take the place of the financial support and community provided by our in-person events. I hope this year finds us back at [Org Name] celebrating together.

In order to ensure that [Org Name] remains vibrant, strong and ready to offer more fabulous events and programs in the coming seasons, please consider making a gift today to the [Fund Name] at [link].

Your generosity will be rewarded many times over as we work together, time after time, year after year to [brief mission statement].

With many thanks for your enthusiasm and support for [Org Name].

Warm regards,

[Name]

[Title]

[Org Name]



THANK YOU TEMPLATES

EMAIL TEMPLATES

EMAIL TEMPLATE #2: ATTENDED IN-PERSON EVENT

Subject line: It's All Because of You!

Dear [Name],

Thank you so much for making our [Event Name] such an amazing success! It was heartwarming to have so much support for [Event Name]—from talented and enthusiastic [type of special guests] to engaged and enthusiastic guests. It was wonderful to celebrate together.

Hosting such an extraordinary event requires an enormous amount of community creativity, flexibility and time. Thanks to you, our wonderful sponsors and supporters, we were able to meet the challenge.

We literally couldn't have done it without you.

In order to ensure that [Org Name] remains vibrant, strong and ready to offer more fabulous events and programs in the coming seasons, please consider making a gift today to the [Fund Name] at [link].

Your generosity will be rewarded many times over as we work together, time after time, year after year to [brief mission statement].

Thank you for your continued support of [Org Name].

[Name]

[Title]

[Org Name]



THANK YOU TEMPLATES

EMAIL TEMPLATES

EMAIL TEMPLATE #3: ATTENDED EVENT & GAVE

Subject line: Wow! Thank You So Much!

[Name],

THANK YOU SO MUCH!

The entire [Org Name] team would like to thank you for joining us at the [Campaign/Event Name] on [day/time]. Thanks to you, our [Campaign/Event Name] was an outstanding success.

We appreciate your dedication and ongoing support as we advocate for [brief mission statement]!

Your generous gift enabled us to raise [dollar amount] that will support our goal of serving [number and type of beneficiaries] who have [challenge].

All of us at [Org Name] are touched beyond words. Your thoughtfulness and generosity is a gift we will treasure.

Sincerely,

[Name]

[Title]

[Org Name]



THANK YOU TEMPLATES

EMAIL TEMPLATES

EMAIL TEMPLATE #4: SUPPORT DURING DIFFICULT TIMES

Subject line: A Message of Thanks

Dear [Name],

Throughout this unprecedented time, you have chosen to stick by our side. On behalf of our board, staff and program participants we want to thank you for your commitment, it has meant so much to us all.

Thank you for your patience as we took time to find steady ground while we navigated the uncharted territory of [problem or obstacle], and in many ways, are still doing so. Our commitment to you is that we will continue to improve [type of outcome] of [beneficiaries] impacted by [problem or obstacle] while remaining steadfast in our values of [examples: integrity, community, inclusivity, and compassion]—no matter what.

[Option 1 - gift acknowledgement]

Your generous gift has given us the ability to make a real difference, helping [number of beneficiaries] and providing [benefits] during these difficult times. We are so grateful.

[Option 2 - ways to continue to support]

Here are some ways you can continue your support:

- Consider making a gift in honor of our [Fund Name or initiative] [link to donation form]
- Attend our upcoming [Event Name] [link to Event Page]
- Volunteer with us [link to volunteer form]
- Become a fundraiser [link to sign up form]
- Help us get the word out on social media by sharing, tagging and liking our posts
- Share photos on your social platform about what our organization means to you

Thank you for your unwavering support.

With gratitude,

[Name]

[Title]



THANK YOU TEMPLATES

EMAIL TEMPLATES

EMAIL TEMPLATE #5: GIFT ACKNOWLEDGEMENT

Subject line: Thankful for Your Support

In this challenging time, [Org Name] has received double the number of applicants for help compared to previous years. More than ever, [beneficiaries] are in need of our program. This is a testament to the organization you helped us build with your generous support!

With twice the number of [beneficiaries] waiting for [Org Name] to come change their lives, now, more than ever, your continued support matters!

Because of your generous support of [Org Name], we can continue to get help to those who need it most. We are so thankful for you!

Your continued support is crucial to the lives of [beneficiaries].

All our thanks,

[Org Name]



THANK YOU TEMPLATES

EMAIL TEMPLATES

EMAIL TEMPLATE #6: GIFT ACKNOWLEDGEMENT

Subject line: Overwhelmed with Gratitude

[Name],

From the bottom of our hearts, thank you for helping to realize another successful [Campaign Name]! Because of your generous support of [Org Name], we were able to raise over [dollar amount] to [mission].

[Campaign Name] donations make an immediate impact on [challenges] [beneficiaries], providing [how gifts are being used] to [impact]. It is for these [beneficiaries], that we continue to come together.

Thank you again for your support and gift. You are truly making a difference!

With gratitude,

[Name]

[Title]



THANK YOU TEMPLATES

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA TEMPLATE #1: GIFT ACKNOWLEDGEMENT

We're officially celebrating today as Thank You [day of the week]. You helped us raise nearly [dollar amount] that will [impact]!

Whether you donated, shared our social media posts, or even ran your own fundraiser on our behalf, you were instrumental in helping make our [Campaign Name] a wild success!

Thank you again and again. You (yes you!) are amazing.

SOCIAL MEDIA TEMPLATE #2: CONTRIBUTED TO CAMPAIGN

You changed lives! A very special thank you to our very special donors who supported our [Campaign Name]. Thanks to you, we raised [dollar amount]. [Campaign Name] donations make an immediate impact on [challenges] [beneficiaries], providing [how gifts are being used] to [impact]. It is for these [beneficiaries], that we continue to come together.

We are humbled by your generosity and excited for the future we are able to give [beneficiaries], thanks to you.

SOCIAL MEDIA TEMPLATE #3: RECOGNIZING COLLEAGUES

We at [Org Name] want to take this opportunity to thank everyone who has supported and helped us in any way. We are especially filled with gratitude for our colleagues and essential workers who have been working hard to fight for [mission] these last months. We see you and we appreciate you!



THANK YOU TEMPLATES

SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA TEMPLATE #4: CONTINUED SUPPORT DURING PANDEMIC

[Org Name] wants to send a huge shout out to all who came and made this the best [event/campaign/season] yet during a time when community matters more than ever before.

SOCIAL MEDIA TEMPLATE #5: ATTENDED IN-PERSON OR VIRTUAL EVENT

The masks can't hide the smiles of those who came out to support the [Org Event Name] on [day/date]. Thank you for making our mission to [brief mission statement] that much easier!

THANK YOU from the [Org Name] interns and staff, [staff names].

SOCIAL MEDIA TEMPLATE #6: SUPPORT DURING DIFFICULT TIMES

Thank you to all of our sponsors and donors for helping [Org Name] serve more [beneficiaries] during this critical time!

Despite the devastating effects of the ongoing pandemic, we're working diligently towards ending the cycle of [problem/obstacle] for [beneficiaries].

To see how your support is making a difference, visit [link].



THANK YOU TEMPLATES

TEXT TEMPLATES

TEXT TEMPLATE #1: GIFT ACKNOWLEDGEMENT

Thank you for your support of [Org Name] as we fight to [mission]. Visit [link] to see your support in action.

TEXT TEMPLATE #2: GIFT ACKNOWLEDGEMENT

We couldn't help [beneficiaries] during these difficult times without YOU. Thank you!
See your gift at work: [link].

TEXT TEMPLATE #3: ATTENDED IN-PERSON OR VIRTUAL EVENT

Thank you for supporting [Org Name] and making our [Event Name] a roaring success.
Together we will keep dreams alive for [beneficiaries]. For a recap, visit [link].

TEXT TEMPLATE #4: LINK TO VIDEO

Because of your generous support, [Org Name]'s efforts to [brief mission statement] will never stop! We created this just for you: [link to thank you video]

TEXT TEMPLATE #5: SHARING IMPACT

Here are some of the many ways your gift made its mark on [Org Name] [link].
Together, we can keep the momentum going!

TEXT TEMPLATE #6: SHARING YOUR SUCCESS

This year, [Org Name] has already [success story or milestone]. We are so grateful for your help in making it happen. Find out more [link].

Messages of gratitude will help your donors feel appreciated while also instilling confidence that their dollars are making a real difference for your organization. We hope these messaging tips and templates help you cultivate meaningful donor relationships and inspire long-term giving so you can achieve your goals.

About MobileCause

MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one fundraising strategy plus 24/7 customer support that's there when you need it most. MobileCause believes 100% of each donation should go directly to your cause, so we never charge a transaction fee. MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call **(818) 962-5463** or visit mobilecause.com to [request a demo](#).

SOURCES

1. Burk, Penelope. *Donor Centered Fundraising: How to Hold Onto Your Donors and Raise Much More Money: Second Edition*. Cygnus Applied Research.
2. Gail Perry Fundraising Associates
3. Cygnus Applied Research, Inc. Statistical Data from Donor-Centered Fundraising

