

# Sample Thank You Messages



## Things to Remember:

1. Write your message from the heart
2. Explain why the donation you received is important
3. Offer an opportunity to continue to conversation

*The messages below are samples of thank you language to get you inspired! When writing your own thank you messages, remember to make it unique to your organization, authentic, and true to the values of your mission.*

New message

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**To** Generous Donor

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**Subject** Thank you so much for your support!

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Hi Generous Donor,

I just wanted to write a quick note and say thank you so much for your recent donation of \$25 to Really Important Nonprofit! I want you to know that your gift is going to go a long way in helping us provide hats for gerbils.

There are more than 1,000 gerbils in our community that don't have the means to buy their own hats. But with your support, we'll be able to help at least 50 gerbils purchase hats of their own! The increased confidence they'll feel will help them do so much, like run on their gerbil wheels.

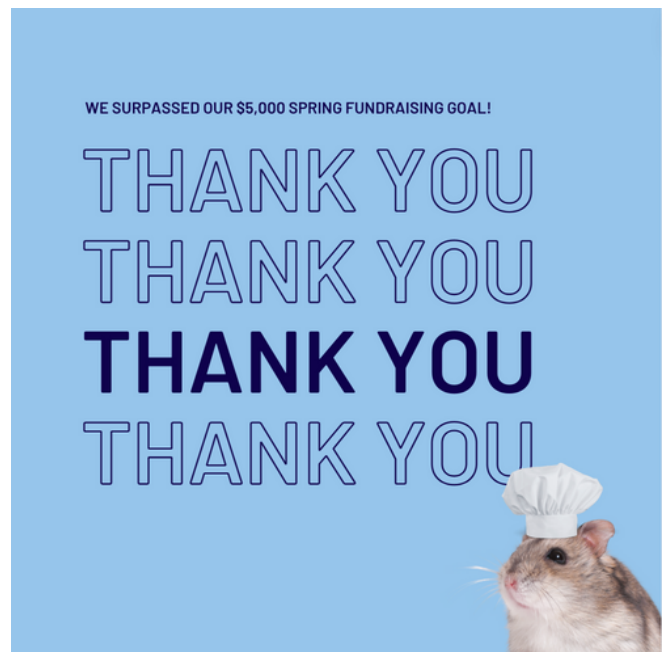
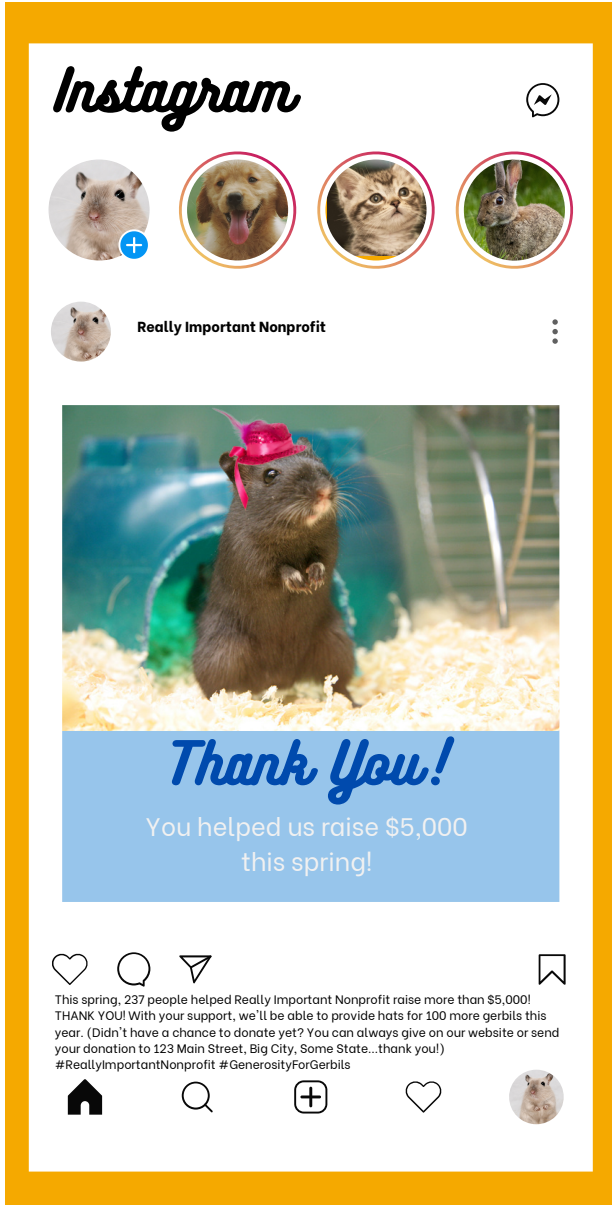
Thank you again, Generous Donor...your support means so much!

-[Your Name Here]

P.S. I'd love to hear more about why you support Really Important Nonprofit. Feel free to respond to this email directly if you'd be interested in chatting more...I'd love to hear from you!

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Send



Don't be afraid to use the same images and/or text across multiple social media platforms!

**Sample Thank You Call Voicemail Script**



“Hey, Generous Donor! This is Great Fundraiser calling from Really Important Nonprofit. I just saw that your donation of \$25 came in and I wanted to call and let you know how much we appreciate your support! Our whole team was thrilled to receive your gift and it will go a long way to buy more hats for gerbils this summer. Thank you again!

If you ever have questions about Really Important Nonprofit or how your gift is making a difference, please don’t hesitate to reach out to me at 555-555-5555. Thank you again for your support and have a great day!”

# How will you thank supporters?

**Communication Channels**

- Email .....
- Social Media .....
- Phone .....
- Letter or card .....
- Other: .....

**Who will help?**

- Fundraising staff .....
- Board members .....
- Volunteers .....
- Other org staff .....
- Other: .....

**WHAT will this donation help your organization do or achieve?**

**HOW can you continue building a relationship after this thank you message?**