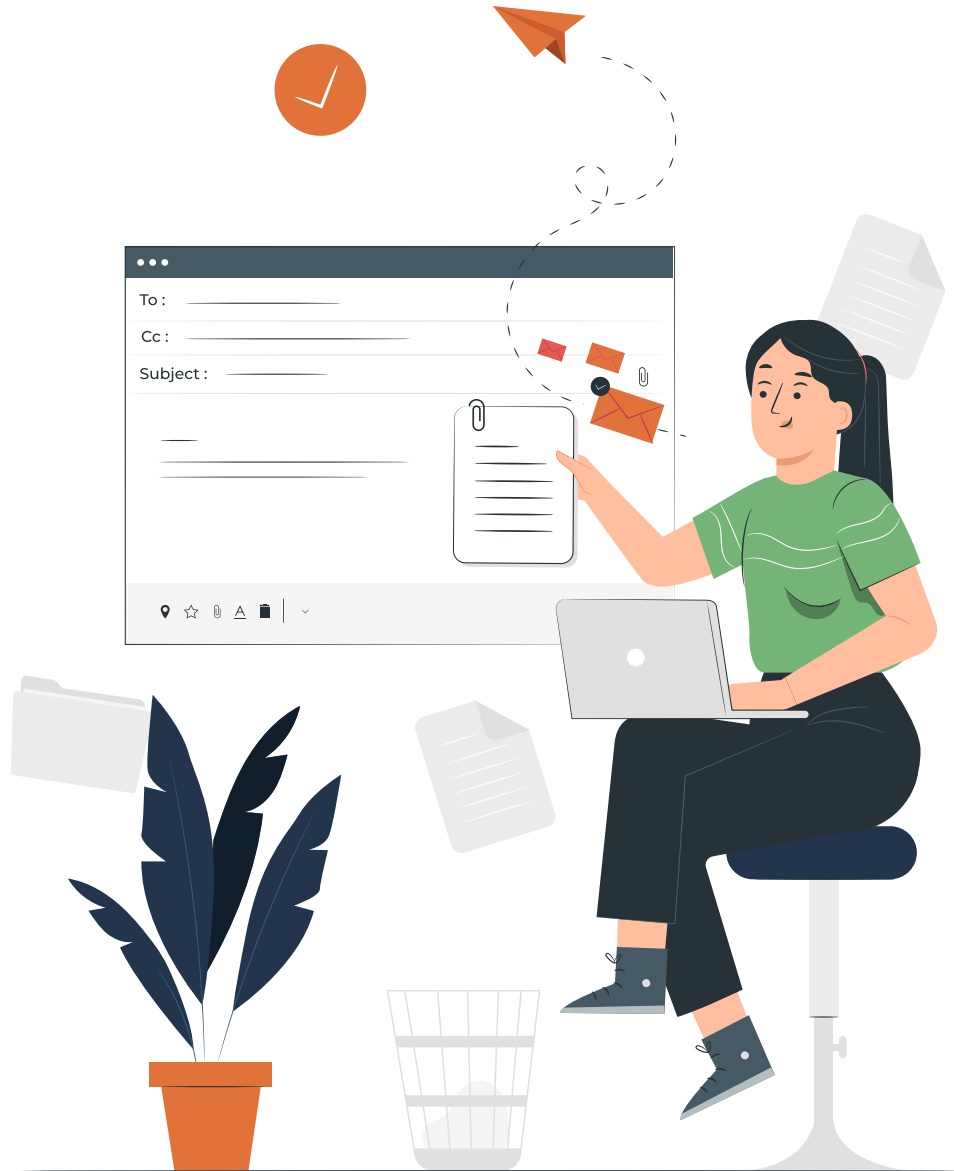




Double *the* Donation
matching gifts made easy

CLICK & PLEDGE®
it pays to be good



Email Templates to Send Post-Donation

Your engagement with your supporters shouldn't end once they click submit on their online donations or drop their checks in the mail. Instead, the period after the donation is an excellent opportunity to follow up with donors to [thank them for their gifts](#), encourage ongoing involvement, communicate [workplace giving opportunities](#), and more.

Take a look at these five post-donation email templates, then adjust them to fit your organization's needs;



Template #1

Subject: A receipt for your recent donation

[Donor name],

Thank you for your recent support of [organization name].

In accordance with the United States Internal Revenue Code, your recent gift is considered to be a charitable contribution to [organization name]. No goods or services were received in exchange for this donation.

We've provided the following tax-deductible donation receipt for your convenience:

Donation amount:

Donation date:

Organization name:

Organization address:

Organization Federal Tax Identification Number:

Once again, thank you for your generous support. It's thanks to donors like you that [organization name] is able to pursue its mission.

Sincerely,

[Name]

[Title]

[Organization]

Template #2

Subject: Thank you for supporting [organization name]!

Dear [donor name],

We've recently received your donation of \$[gift amount], and we wanted to take the time to thank you. Here at [organization name], we so value generous contributions from donors such as yourself.

With your gift, we are one step closer to [summary of organization's overall mission and vision]. Your support makes such a difference for [organization name] and [description of core beneficiaries of your organization's services].

For any additional questions—such as how your contribution is being used to further our mission or what you can do to get more involved in [organization name]—please feel free to reach out! Our team is available by phone at [phone number] or by email at [email address]. Or, you can learn more about our cause by visiting our website at [website url].

Thanks again,

[Name]

[Title]

[Organization]

Template #3

Subject: [Donor name], your recent gift is eligible for an employer match!

Dear [donor name],

Thank you for your generous support of [organization name] through your recent donation of [donation amount]. Your gift allows our team to better pursue our mission and vision of [summary of organization's cause] and connect with the communities we serve, and we couldn't do it without you.

But what if we told you that you could double your donation impact without reaching back into your wallet? That's how matching gifts work!

Employer matching gifts are one of the most popular forms of corporate philanthropy, and thousands of businesses (of all sizes and across all sectors) offer the programs to [over 26+ million employees](#). *And we think you qualify for the opportunity.*

[Donor's employing company] matches donations made by eligible employees up to \$[maximum matching gift amount] per person on an annual basis. To secure this additional funding on behalf of [organization name], submit your match request online here [link to the company's matching gift portal](#) or reach out to your HR department to learn more.

Sincerely,

[Name]

[Title]

[Organization]

Template #4

Subject: [Beneficiary name] thanks you for your contribution, [donor name].

[Donor name],

In the [number of] years that our organization has been founded, we've had the opportunity and the pleasure to connect with [estimated amount — e.g., hundreds, thousands, etc.] of individuals in our community.

And it's because of generous donors like you that we are able to do what we do and provide support to those who need it most.

In [time frame of sample beneficiary's story — e.g., early 2022], [beneficiary name] came to us seeking [summary of organization offerings — e.g., a place for her and her family to stay while she got back on her feet]. Luckily, we were able to provide them with what they needed, and today, [beneficiary name] couldn't be more grateful.

So we thank you for your support of our mission—and so does [beneficiary name], their family, and others just like them.

To continue your support, consider following and sharing [beneficiary name]'s story on social media. You can get connected with us on Facebook, Instagram, Twitter, and more. Plus, subscribe to our monthly newsletter to hear more about what [organization name] is doing with your help.

Best wishes,

[Name]

[Title]

[Organization]

Template #5

Subject: Did you get your donation matched? Let us know!

[Donor name]

We sent an email recently letting you know that we think your donation of [donation amount] on [date of donation] is likely eligible for a corporate match. Have you submitted your request?

[Employer name] matches team member donations of up to \$[maximum matching gift amount] per employee per year to nearly all nonprofit organizations.

Interested in doubling the mission impact of your recent donation? Click here to complete the online request form [link to employer's matching gift portal] or learn more about matching gift opportunities here [link to your organization's matching gift web page]. Then, let us know you've completed the submission process by replying to this email!

Is your gift *not* eligible for a corporate match? Let us know that as well.

Thank you (and happy matching),

[Name]

[Title]

[Organization]

Incorporating post-donation outreach into your organization's fundraising strategy can make a big difference in terms of overall engagement, not to mention retention levels over time. Donors will feel more connected to the cause, and you'll end up with a network of lifelong supporters rather than a lengthy list of one-time givers.

Good luck!