

T·H·E
THANK
You
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Your thank-you email is a great opportunity to show that you're a donor-centered organization. It's perfect for telling your donors you realize that you wouldn't be around without their generosity. Here's a sample thank-you email with some helpful tips!



Before you start on the body of your email, be sure to include a simple, clear subject line that includes your organization name, such as "A Warm Thank-You From Anytown Rescue!"

To...	juanmendoza@mailinator.com
Cc...	AnytownRescue@mailinator.com
Subject:	A Warm Thank-You From Anytown Rescue!

Address your donor by name (and make sure it's spelled correctly!).

Get your donor in the action immediately – tell a short story!

Dear Juan,

Lilly the beagle used to sleep behind a heaping pile of garbage on an empty lot. She was flea-bitten, way too skinny, and walked with a limp. Today, Lilly enjoys lounging on her warm, fuzzy bed, chowing down on her favorite food and peanut butter treats, and gets the vet services she needs.

Include a heartfelt thank-you and acknowledge the donation amount, as well as any fund(s) the donation was made to.

How? Because of you! Your \$75.00 donation to the Rescue Fund is a big deal to dogs like Lilly, so WOOF, WOOF! (That's dog-speak for "Thanks a million!")

Include some specifics about what the donor made possible with their contribution.

Last year, donors like you made it possible to rescue, feed, and rehabilitate 107 dogs found on the streets of Anytown, USA. We, and all of our furry friends, are grateful for your kindness (and for fluffy beds).

Include various ways to reach you.

Keep an eye on your mailbox this week for a special note from us! If you have any questions about our operations, the animals we rescue, or anything else related to our organization, please don't hesitate to call us at 888.555.5555. You can also send us an email at info@anytownrescue.com.

Let the donor know they'll hear from you soon (send them a thank-you via snail mail!).

Again, thank you. Lilly would lick your face, but she's too busy taking a nap.

Thank the donor again before closing!



It's okay to include a little humor!

Include a photo!

Include a warm closing, along with the name and title of someone in your organization.

Best regards,

Wendy Johnson
Executive Director

PS – You can get updates on our rescue efforts and shelter residents by [visiting our website](#) or [Facebook page](#). Just click the linked text!

Include links to your website and social media pages.

