

ONLINE DONATION THANK-YOU/RECEIPT TEMPLATE



Your email thank-you/receipt is a valuable tool. It not only thanks the donor for their gift, it's a virtual ambassador for your nonprofit, so it needs to look as polished as possible. Use this template to make your online donation thank-you/receipt the best it can be. And be sure to change the thanking language monthly to keep it fresh for those donors who give multiple times during the year.

Subject line: Thank you for caring!

or Thank you for your donation!

or Thanks a million!

Full-color logo

[personalized salutation] Dear first name,

[short opening sentence] You're the best!

[Thanking paragraph] Thank you so much for your gift of *[amount]* on *[gift date]*. Your donation will *[info about how the donation will be used]*.

[Hero paragraph] Because of you, *[impact that will be created – say something about how lives will be changed and include a photo or video here if appropriate]*.

[Invitation paragraph]. If you have any questions or if you'd like a tour, please contact *[staff name]* at *[phone]* or *[email]*. We'd love to show you around and tell you more about the work we're doing.

[close] Thanks again for your support!

Sincerely,

[digital signature]

Name

[photo of person]

Title

[Organization contact info] *[website, address, phone number]*

[Links to social media]

[tax language as appropriate] No goods or services were received in exchange for this donation. The amount is tax deductible as allowed by law.

