

THANKING YOUR DONORS

When someone donates to your fundraiser, it's because they care. Thanking your donors is one of the most important steps in running your fundraiser. Research shows that by simply saying thank you, you have a 50% chance of receiving another donation from them. Some tips when creating a thank you message:

MAKE IT PERSONAL

Address the donor by their name. Include personal wording such as “you”, “I” and “we”. Include the donation amount and which fundraiser they supported.

BE PROMPT

A timely thank you can make all the difference. Try to say thank you within 48 hours of receiving the donation. You can access live donation data at any time in your fundraising portal to see who has donated.

TELL THEM THE DIFFERENCE THEIR DONATION WILL MAKE

Let the donor know how much their donation means to you, and specifically how it will make a difference. Show them how their donation will be used.

The initial thank you note shouldn't be the only communication you have with your donors. Keep them engaged with the progress of your project and what they helped you achieve (include photos where possible).

MAKE MAJOR DONORS FEEL SPECIAL

For those donors who have made a significant contribution to your fundraiser, in addition to sending a note consider picking up the phone to let them know how much their support means to you. If they haven't asked for their donation to remain anonymous, you can also give them a shout out on social media (make sure they are ok with this first).

THANK YOU EMAIL TEMPLATE

Copy and paste this email and edit the fields to make it specific for your club:

Subject: Thank you from <**X Sports Club**>

Dear <**Donor name**>,

I would like to sincerely thank you for your generous donation of <**\$ amount**> to <**X Sports Club**>. With your help, we will <**explain the impact their donation will have**>. Thank you again for your generosity and support, we couldn't do this without your help

Kind regards,

<**Your name**>

<**Title/Position of letter writer**>