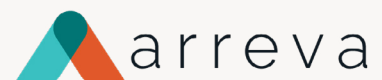




SUPERCHARGE — YOUR — STEWARDSHIP

With These 6
Post-Donation Templates



Introduction

In the intricate landscape of nonprofit fundraising, one of the most crucial yet often overlooked aspects is donor stewardship—the art of nurturing supporter relationships, acknowledging generous contributions, providing additional opportunities to get involved, and fostering long-term engagement.

While acquiring new donors is undoubtedly essential, retaining them and deepening their connection to your cause is equally—if not more—important. When it comes to building a sustainable strategy, that's where well-thought-out communication comes into play.

Picture this: A donor has just made a generous donation to your organization. What happens next?

How you communicate and engage with them in the aftermath of their contribution can significantly impact their likelihood of continuing their support in the future.

For that reason, we've crafted several pre-written email templates to provide a structured yet customizable framework for engaging donors post-donation.



Top tip: While templates offer a convenient starting point, thorough customization is the key to success. Each message you send should be tailored to align with your organization's unique needs, goals, and branding strategy.

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Donation Acknowledgments

A donation acknowledgment is a message sent to donors with the intention to express gratitude for and confirm receipt of their donation. When done well, this message should ensure the donor feels appreciated, highlighting the impact of their contribution and laying the foundation for continued engagement.

Why This Communication Matters

Donation acknowledgments are pivotal in effective stewardship, expressing gratitude to donors and confirming receipt of their contributions. By promptly recognizing each contribution, your team can demonstrate appreciation for donors' support and foster a deeper connection to your cause.

Gift acknowledgments generally also include a tax receipt for the transaction, setting the stage for a positive donor experience and ensuring you remain in compliance with legal regulations.

Best Practices to Drive Engagement

- ★ Personalize acknowledgments, thank-you notes, and other follow-ups with the recipient's name, donation details, and other relevant details to **showcase individualization**.
- ★ Highlight the **tangible impact** of a donor's contribution to the mission.
- ★ Provide a detailed tax receipt that verifies the donor's **compliance with IRS regulations** and supplies relevant FMV information to **determine matching gift eligibility**.
- ★ Trigger notifications to **alert system administrators of major contributors, first-time donors**, and other top priorities flagged for special follow-ups and other conversations.
- ★ Enable a CRM system to automate your engagement process with **customizable and segmented templates** based on donor type, timing preferences, gift amount, or more.

Post-Donation Outreach Template

[Your Organization's Logo]

[Date]

[Donor's Name]

[Donor's Address]

[City, State, Zip Code]

Dear [Donor],

On behalf of [Organization], I want to express our heartfelt gratitude for your generous donation of [Amount] on [Date]. Your support means the world to us and directly contributes to our mission of [Description of Mission].

We are pleased to confirm the receipt of your donation, which will be used to [Briefly Describe Donation Impact - e.g., support our ongoing programs, fund vital research, provide essential services to those in need, etc.].

As a registered 501(c)(3) nonprofit, your donation to [Your Organization's Name] is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your generous contribution.

If you have any questions or would like more information about our programs and initiatives, please don't hesitate to contact us at [Email or Phone].

With sincere gratitude,

[Name]

[Title/Position]

[Organization]

P.S., For DOUBLE THE FUN, keep an eye out for additional information on corporate matching gift opportunities coming your way!

Matching Gift Reminders

A matching gift reminder is a communication sent to donors to inform them of donation matching opportunities or remind them to submit match requests to their employers. When done well, this message should prompt donors to take action by providing clear instructions and actionable next steps for involvement.

Why This Communication Matters

Unfortunately, few donors are aware that their employers offer matching gift programs. By sending out reminders about these lucrative and impactful opportunities, organizations can **increase program knowledge**.

When donors do know about matching gifts, however, they're generally eager to participate—and to have an even greater impact with the support of their employers.

So, now, it's time to begin bridging the knowledge gap!

Best Practices to Drive Engagement

- ★ Implement a **strategic timing cadence** (we recommend sending the first reminder within 24 hours of a donor submitting their initial gift) to leverage giving momentum and drive more completed matching gifts.
- ★ Supply donors with **company-specific program guidelines** and forms to simplify the submission process and increase conversions.
- ★ Integrate a **matching gift automation tool like 360MatchPro** into your giving experiences—including a dedicated matching gift donation page or any number of unlimited forms using Arreva's ExceedFurther.

Post-Donation Outreach Template

Subject: Double Your Impact Today with Corporate Matching Gifts!

Dear [Donor's Name],

Did you know that your recent donation to [Your Organization's Name] could be doubled or even tripled at no additional cost to you? Many companies offer matching gift programs to support charitable organizations like ours, and your donation may qualify for a match.

Here's what you might want to know:

What are matching gift programs?

Corporate matching gift programs are initiatives offered by employers to match donations made by their employees to eligible nonprofit organizations. This means that for every dollar you donate, your company may match it with another dollar or more, effectively doubling or tripling the impact of your contribution.

How do I know if my company offers matching gifts?

The easiest way to find out if a company participates in a matching gift program—and to access the right eligibility requirements—is to visit our Matching Gifts Page at [URL]! However, an employee can also choose to reach out to their company's HR team and try to resolve the issue through the back-end.

How can I initiate the matching gift process?

1. Donate to [Organization's Name] online or by mail.
2. Visit our matching gift search tool at [URL] or contact your HR department to obtain the necessary forms or instructions.
3. Complete the required information, including details about your donation and our organization.
4. Submit the matching gift request to your company according to their guidelines.

Thank you for your generosity and for considering the opportunity to double your impact with corporate matching gifts.

With gratitude,

[Your Name]

[Your Title/Position]

[Your Organization's Name]

Matching Gift Thank-You Letters

A matching gift thank-you letter is a type of outreach sent to donors to thank them for securing a matching gift from their employer. When done well, this message should recognize the donor's above-and-beyond initiative and acknowledge the amplified impact of their contributions.

Why This Communication Matters

Effective matching gift thank-you letters play a crucial role in enhancing donor relationships and maximizing the impact of donations. Matching gift thank-you letters provide an opportunity to express sincere appreciation for donors' efforts in securing matching gifts from their employers.

Acknowledging the extra step (or steps) taken by donors to complete the matching gift process demonstrates that their contributions—and their time—are valued and recognized beyond the initial donation.

Best Practices to Drive Engagement

- ★ Thank donors when they **first submit their matches** *and* when their employers ultimately **fulfill the match request**.
- ★ Express **genuine appreciation** for your matching gift donors who have gone **above and beyond** to support your organization through their workplace giving programs.
- ★ Communicate **increased donation impact** thanks to the individual's matching gift participation.

Post-Donation Outreach Template

Phase #1

Subject: Matching Gift Request Confirmed—Thanks For Your Completion!

Dear [Donor's Name],

We are thrilled to inform you that your matching gift request has been successfully confirmed by your employer, [Employer's Name]. On behalf of [Organization's Name], thank you for taking the extra step to secure a matching gift and double the impact of your generous donation.

Your commitment to supporting our mission means the world to us, and we are deeply grateful for your dedication. With the matching gift from [Employer's Name], your donation will have an even greater impact, allowing us to [Briefly Describe the Impact - e.g., provide essential resources, fund vital programs, etc.].

With heartfelt gratitude,

[Name]

[Organization's Name]

Phase #2

Subject: Your Generosity Doubled: Matching Gift Successfully Received!

Dear [Donor's Name],

We are delighted to share that the matching gift from your employer, [Employer's Name], has been successfully received. On behalf of [Organization's Name], we extend our sincere gratitude for your original donation and your participation in the matching gift program.

Thanks to your generosity and the matching gift from [Employer's Name], the impact of your contribution has been doubled, allowing us to [Briefly Describe the Impact]. Your support plays a vital role in advancing our mission, and we are immensely grateful for your dedication.

We hope this confirmation brings you pride in knowing that your donation has made a tangible impact on our community. Thank you once again for your generosity and for choosing to support [Organization's Name].

With heartfelt appreciation,

[Name]

[Organization's Name]

Impact Reports and Success Stories

An impact report or progress update is a type of nonprofit communication that provides donors with news of the organization's progress and achievements. When done well, this message should communicate the tangible impact of your organization's work and inspire donors to continue supporting the fundraising need.

Why This Communication Matters

Effective impact or progress updates offer contributors a higher level of transparency by showcasing tangible outcomes and reinforcing donors' connection to the mission. The end result? Continued support.

Incorporating real success stories, images, and videos adds depth, making the impact more tangible and emotionally resonant. Donors witness the fruits of their contributions, fostering a sense of pride and fulfillment. Ultimately, impactful reports serve as powerful tools to demonstrate accountability, gratitude, and the transformative power of philanthropy in action.

Best Practices to Drive Engagement

- ★ Use compelling stories, testimonials, examples, and visual elements to illustrate the tangible impact of donors' contributions.
- ★ Be transparent about how funds are being utilized and the specific outcomes achieved with donors' support.
- ★ Showcase achievements with colorful infographics, videos, images, and real-life success stories your organization has helped achieve.
- ★ Provide insight into future plans and how donors' continued support will contribute to ongoing success.

Post-Donation Outreach Template

Subject: [Organization] Update: [Recent Achievement], Testimonials, Metrics, and More!

Dear [Supporter's Name],

We hope this message finds you well! We're excited to share some recent highlights and updates from [Organization] with you, showcasing the impact of your continued support.

Recent Achievements: [Insert Recent Achievement - e.g., We're thrilled to announce that we exceeded our fundraising goal for [specific campaign/event]. Your contributions played a crucial role in this success, and we're incredibly grateful for your generosity.]

Testimonials: [Insert Testimonial - e.g., Here's what one of our beneficiaries had to say: "[Testimonial Quote]." Your support enables us to make a real difference in the lives of individuals like [Beneficiary's Name], and we're honored to have you by our side.]

Metrics and Visuals: [Insert Metrics and Visuals - e.g., Check out our infographic highlighting the impact of your donations over the past year. Your support has helped us [Briefly Describe Impact - e.g., provide meals to thousands of families, support education programs for underserved youth, etc.]]

And, as always, we need your ongoing support. Here are a few ways you can help:

DONATE: Consider making a donation today to help us [e.g., expand our programs, reach more people, etc.].

VOLUNTEER: Join our team of volunteers and make a direct impact in your community. (P.s.- Don't forget about the corporate volunteer grants available, too!)

SPREAD THE WORD: Share our mission with your friends and family, and help us reach new supporters. The more, the merrier!

Thank you for your unwavering support of [Organization Name].

Best regards,

[Your Name]

[Your Title/Position]

[Organization Name]

Event Invitations

An event invitation is a communication sent to donors and other supporters to encourage them to attend an upcoming fundraising or stewardship event. When done well, this message should spark anticipation, compelling recipients to mark their calendars, RSVP, and ultimately participate in the event.

Why This Communication Matters

Nonprofits often host events for their donors, volunteers, mission beneficiaries, and more. However, ensuring prospective attendees are aware of upcoming opportunities is essential for drawing in an audience base. Plus, the actual invitation typically provides details about the event's purpose, agenda, activities, and more, encouraging excitement and investment in the cause.

Best Practices to Drive Engagement

- ★ **Clearly communicate** the date, time, location, and purpose of the event.
- ★ Offer existing donors **exclusive access or benefits** at the event as a token of your team's appreciation.
- ★ Position your upcoming events as an easy way for donors to **extend their engagement** with your organization.
- ★ **Follow up an event invitation** to a highly valuable prospect with a phone call from the Executive Director or Development Director.

Post-Donation Outreach Template

Subject: Mark your calendars! You're invited to join [Organization] for [Event Name]!

Dear [Donor],

We're excited to extend a special invitation to you for our upcoming event, [Event Name]. Your recent support has been instrumental in furthering our mission, and we'd love to celebrate with you in person.

Here's what you need to know, with more details to come:

Date:

Time:

Location:

Purpose (networking, entertainment, etc.):

We truly appreciate your ongoing support of [Organization Name], and we would be honored to have you join us for this special occasion. Your presence would mean a lot to us, and we're excited for the opportunity to express our gratitude in person.

Please let us know if you can attend by [deadline]. You can RSVP by replying to this email or contacting [RSVP Contact Information].

Thank you once again for your generosity and commitment to our cause. We look forward to seeing you at [Event Name]!

Warm regards,

[Name]

[Title/Position]

[Organization]

Tribute or Memorial Gift Acknowledgments

A tribute or memorial gift acknowledgment is a type of communication sent to an individual who makes a donation in honor of another person—typically someone who has passed or to commemorate a significant event or milestone. When done well, this message should serve as a heartfelt way to appreciate both the donor and the individual being honored.

Why This Communication Matters

Acknowledging donors who give on behalf of the deceased—and notifying the family about the donation itself—is crucial for stewardship and organizational credibility. Failing to express gratitude to either party risks alienating donors and undermining relationships. Conversely, the opposite offers an opportunity to educate potential supporters about the organization's mission.

Overall, effective communication in these instances demonstrates respect, builds trust, and potentially cultivates lifelong donor relationships while honoring the memory of the departed.

Best Practices to Drive Engagement

- ★ Clearly communicate that the generous gift is being made **on behalf of the deceased**.
- ★ Send **post-donation acknowledgments** to the donor who contributed the gift along with the deceased's family.
- ★ Follow up on larger donations **with a phone call** from the Executive Director or another member of organizational leadership.

Post-Donation Outreach Template

*****Letter to the Donor:*****

[Date]

[Donor's Name]

[Donor's Address]

[City, State, Zip Code]

Dear [Donor],

On behalf of [Organization], I want to express our heartfelt gratitude for your recent contribution in honor of [Name of Deceased]. Your generous donation not only supports our mission but also serves as a meaningful tribute to their memory.

We want to assure you that the family of [Name of Deceased] has been notified of your thoughtful gift, and they join us in expressing our gratitude for your generosity.

Your donation's impact extends far beyond its monetary value. It is a beautiful testament to the life and legacy of [Name of Deceased]. Your support enables us to [Briefly Describe the Organization's Mission—e.g., provide essential services, fund critical research, etc.], and we are deeply grateful for your commitment to making a difference.

Please accept our sincerest thanks for honoring the life of [Name of Deceased] in such a meaningful way. Your contribution will leave a lasting impact on our organization and the lives of those we serve.

With gratitude,

[Your Name]

[Your Title/Position]

[Your Organization's Name]

*****Letter to the Deceased's Family:*****

[Date]

[Family's Name]

[Family's Address]

[City, State, Zip Code]

Dear [Family Name],

We hope this letter finds you well during this difficult time. On behalf of [Organization], we want to extend our heartfelt condolences on the passing of [Name of Deceased].

We wanted to inform you that a generous gift has been made to our organization in honor of [Name of Deceased]. The donation was made by [Donor's Name], who wanted to pay tribute to [Name of Deceased] 's life and legacy.

We want to express our deepest gratitude for the life of [Name of Deceased] and the impact they had on our community. Their memory will forever live on through the lives they touched, and we are honored to be a part of preserving their legacy.

Please know that [Donor's Name] joins us in expressing our sympathy and support during this difficult time. We are deeply grateful for their generosity and for choosing to honor [Name of Deceased] in such a meaningful way.

If there is anything we can do to support you and your family during this time, please do not hesitate to reach out. Our thoughts are with you as you navigate this loss.

With heartfelt condolences,

[Your Name]

[Your Title/Position]

[Your Organization's Name]

Wrapping Up

The donor journey doesn't end once an individual makes a contribution. In fact, that's just the beginning! Instead, the art of effective stewardship lies in ongoing cultivation, nurturing the bond between donors and your organization to ensure sustainable support and engagement in the long run.

By harnessing the power of these post-donation templates and equipping your team with the right tools to streamline your communication efforts, you can ensure that every interaction with donors is meaningful, valuable, and impactful.

Find out more about matching gift strategies and tools from Double the Donation at <https://doublethedonation.com/>.

