

# 13 DONOR RETENTION EMAIL TEMPLATES



# Table of Contents

INTRODUCTION	3
1   GIVE THANKS	4
2   INTRODUCE YOURSELF	5
3   SHARE IMPACT	8
4   GET PERSONAL	11
5   BE SPONTANEOUS	14
6   OFFER FUNDRAISING OPPORTUNITIES	15
7   EXTEND EVENT INVITATIONS	16
8   ASK FOR COMMITMENT	17
CONCLUSION	19

# Introduction

Did you know that as many as 81 percent of new donors to an organization don't return to give again?<sup>1</sup>

Whenever you acquire a wealth of new donors, whether from Giving Tuesday, year-end, or peer-to-peer fundraising efforts, you can use a strategic email engagement plan to drive down that sad statistic and convert more new donors into long-time supporters.

That's why we created this package of donor retention emails. Use the email examples below to greet and engage any of your newcomers with style. Balance information with moments of delight and you can ensure your organization remains top of mind, strengthens relationships, and ultimately prompts supporters to become committed members of your community and advocates of your long-term success.

Shall we?



---

<sup>1</sup> Cause Vox, "4 Surprising Donor Retention Statistics." <https://www.causevox.com/blog/donor-retention-statistics/>

# 1 | Give Thanks

The first step to develop a relationship with new donors is to acknowledge them for their initial gift. In addition to sending an automated tax receipt email, here's an example of how to reach back out and let them know they're appreciated.

## Subject Line: Thank You

### WHEN

Within three days of receiving donation

### WHO

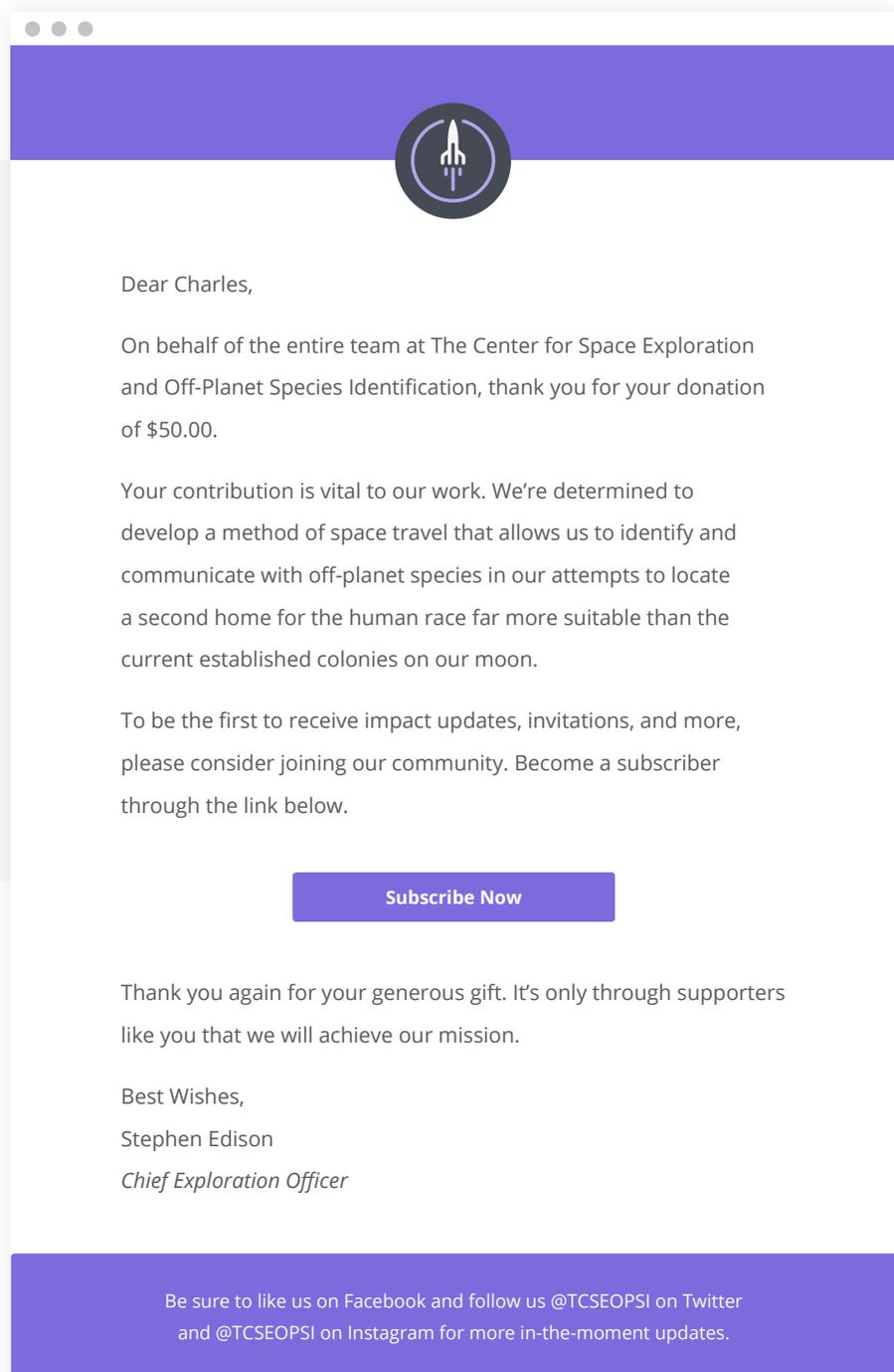
Recent first-time contributor

### WHAT

Acknowledge every new contributor and ensure they feel appreciated and recognized for their generous action

### CTA

Subscribe Now



## 2 | Introduce Yourself

Once a new donor has agreed to join your subscriber list, it's time to get properly acquainted. A welcome email series is typically a set of 3 to 4 emails that introduces your work, sets communication expectations, and helps to build a connection with new supporters.

### Welcome Series: Email #1

Subject Line: Welcome,  
[Insert First Name]!

#### WHEN

As soon as a new supporter subscribes to your email list

#### WHO

New subscriber

#### WHAT

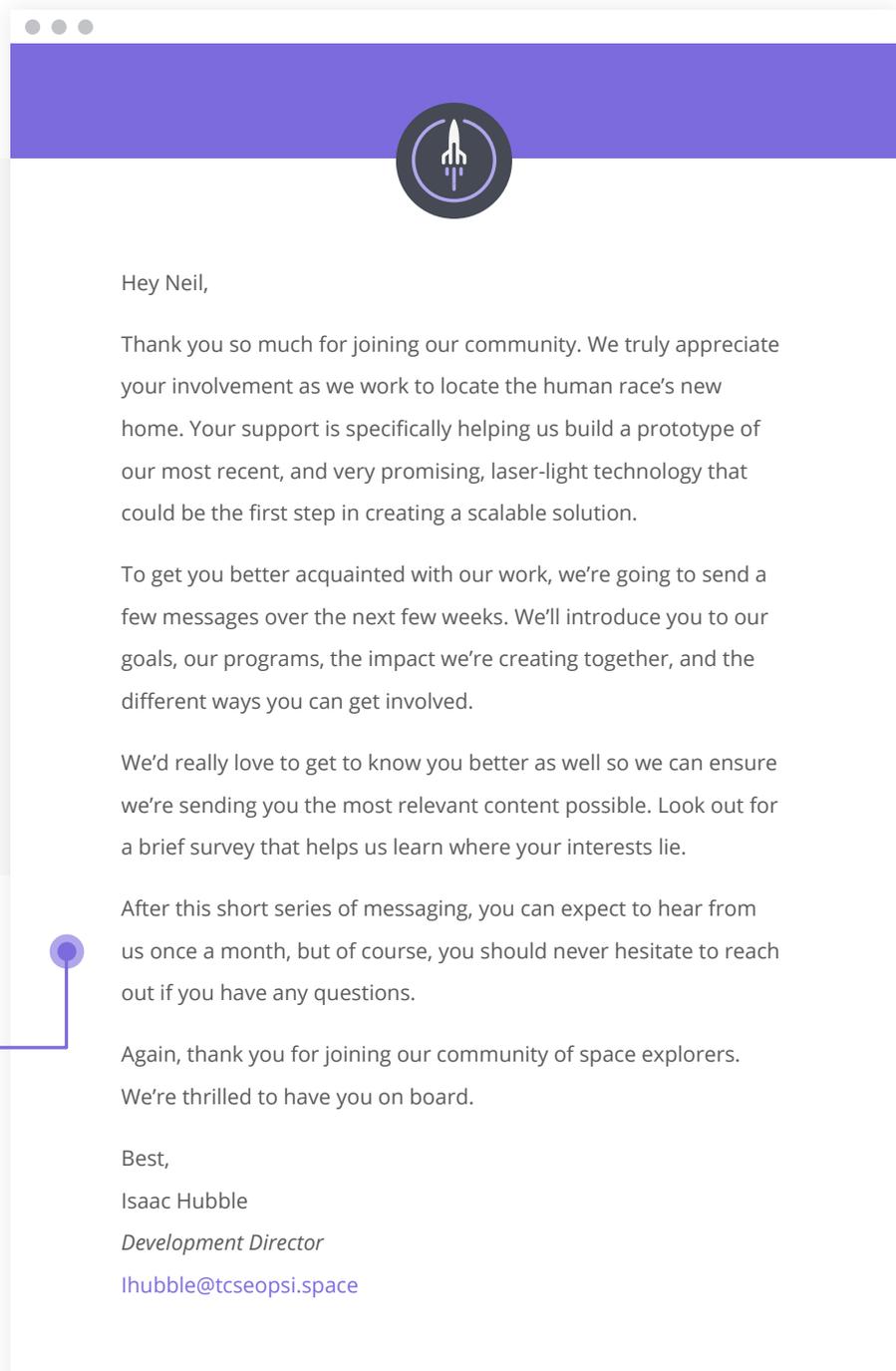
Greet newcomers, say thanks, and set expectations

#### CTA

N/A

#### NOTE

Your communication frequency depends on your bandwidth. More than once a month is great if possible.



## Welcome Series: Email #2

Subject Line:  
How We [Insert Action  
Related to Impact]

### WHEN

One week after first email

### WHO

New subscriber

### WHAT

Share a beneficiary's story and describe your programs and results

### CTA

N/A



Hi Albert,

My name is Carl, and I'm a research scientist at The Center for Space Exploration and Off-Planet Species Identification. I'm excited to get to know each other now that we're working together to save the human race.

To help you see what we're really all about, I wanted to share a quick story from one of our intended beneficiaries.

Cecile Marvel is a young woman born to the moon's first colony, Nebula. Due to our scarce resources on Earth, there she must remain. Though she's been afforded a life otherwise impossible, she is exposed to hazardous radiation and is subject to a lower life expectancy.

Cecile's never felt the sun on her face, grass beneath her feet, or the touch of the breeze on a crisp autumn day. Though she's accepted her lot in life, she's joined Nebula's elite group of scientists and agreed to collaborate with our team as we work toward our common goal:

To change the future for those who come after us.

Thank you for helping to make Cecile's dream a reality. Your continued support of our Free Nebula program will not only help develop the crucial technology needed to eliminate the need for a moon colony, but will also help free the people on earth. So here's to Cecile's grandchild taking the first breath of air on the human race's new home—because of generous people like you.

Best,

Carl Tyson

*Head Research Scientist*



## Welcome Series: Email #3

**Subject Line:**  
What do you care  
about most?

### WHEN

One week after second email

### WHO

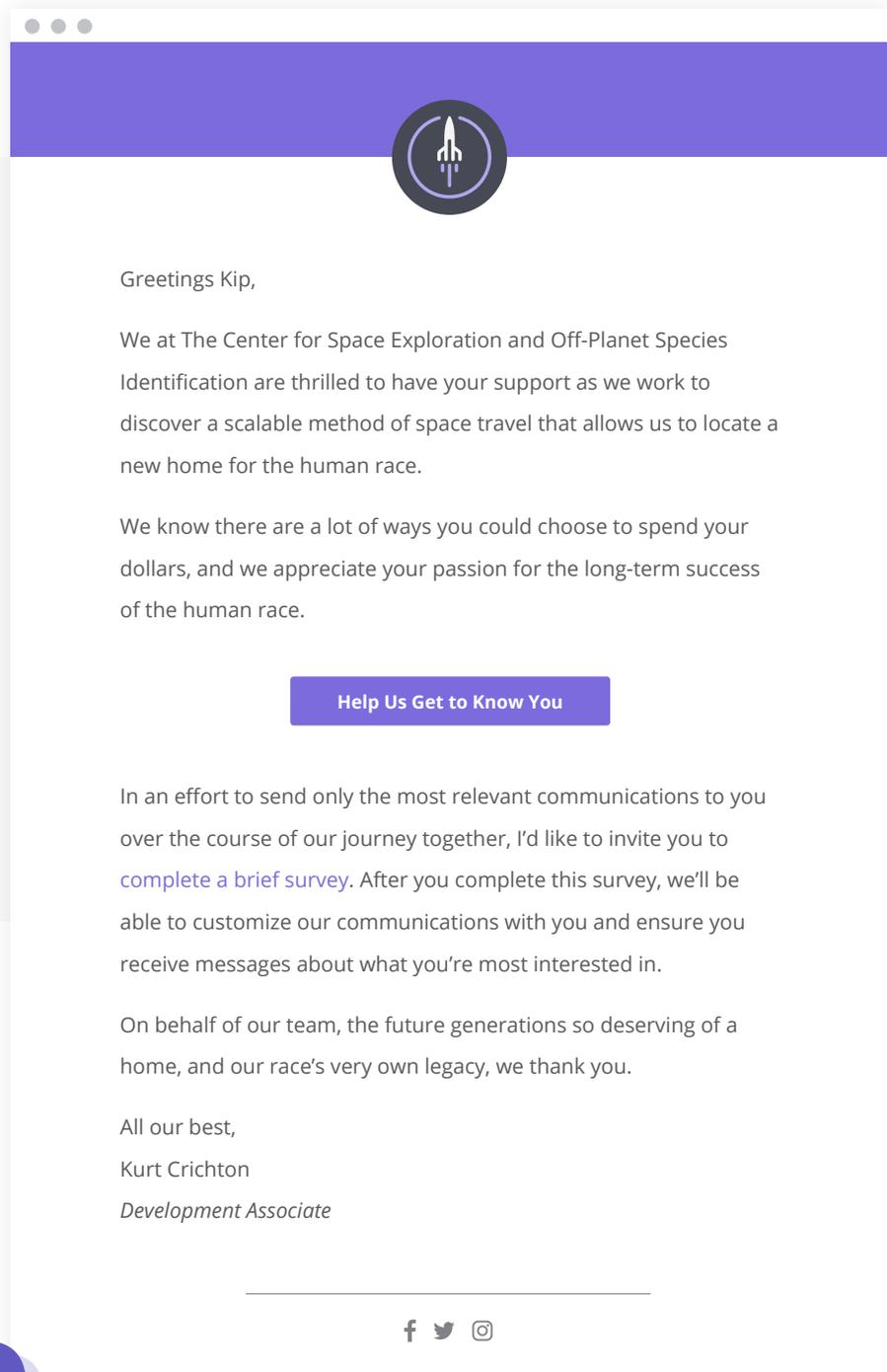
New subscriber

### WHAT

Gather information about your supporters by asking them to complete a survey

### CTA

Help Us Get to Know You



# 3 | Share Impact

Impact stories shouldn't cease after you've thanked new supporters and folded them into your community. To keep your subscribers engaged and to continuously remind them of what's at stake, share impact stories that convey your "why," and "what" you're doing to solve the problem.

Topic:  
Impact

Subject Line:  
We're Making History  
Because of You

**WHEN**

Every other month

**WHO**

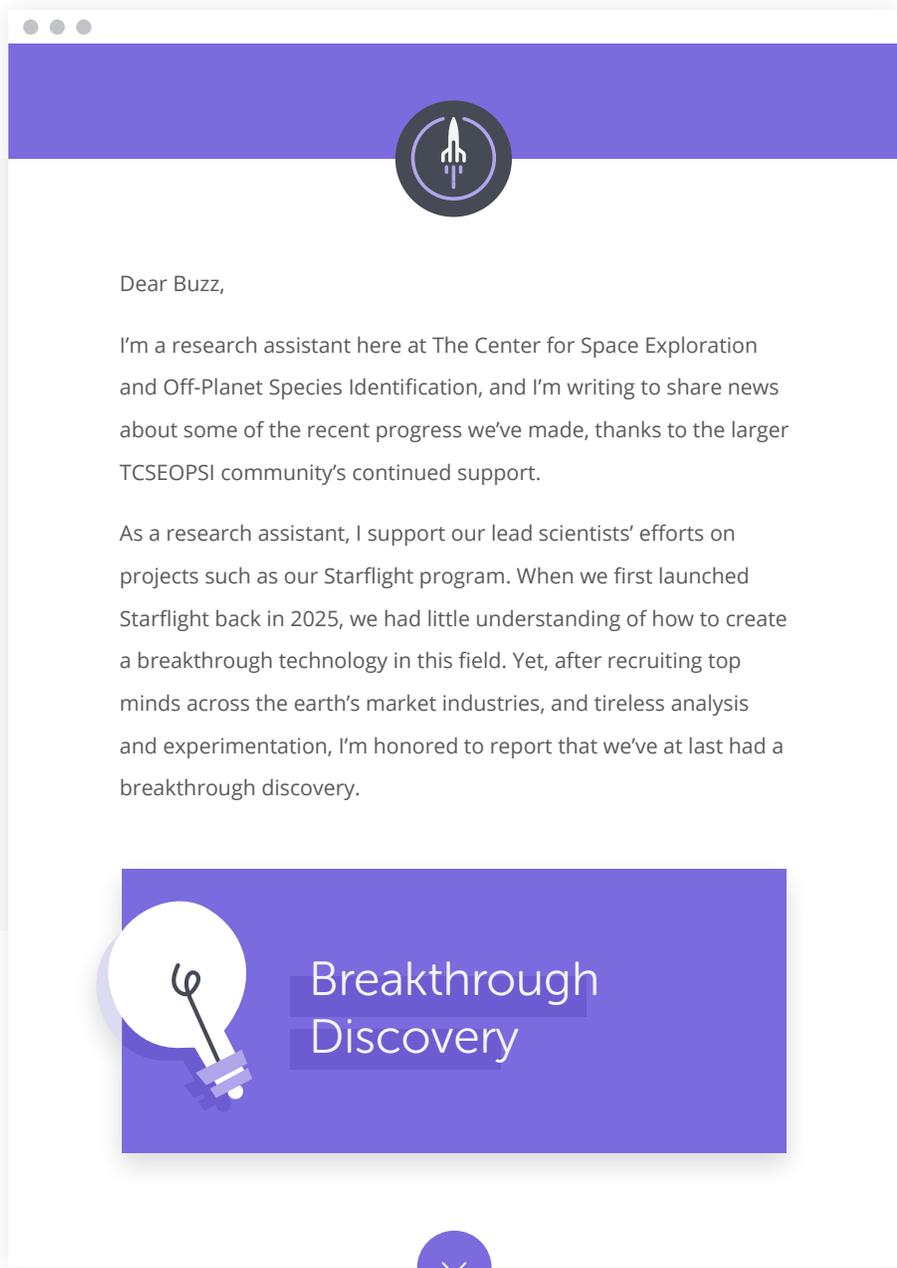
Subscriber list

**WHAT**

Deliver regular impact communications that showcase results powered by your work and your donors' contributions

**CTA**

Read More





Dr. Leopold Grant and his team have made history. They've developed a laser-light technology able to transport small particles 1.5 times faster than the speed of light. This is the first step to finding a new home for the human race and we couldn't have done it without your support.

For more details about our discovery, [check out the full press release.](#)

[Read More](#)

Thank you again for helping us make history.

Yours faithfully,  
Sally Armstrong



# Topic: Progress Update

## Subject Line: We're Almost There

### WHEN

Throughout active fundraising campaigns

### WHO

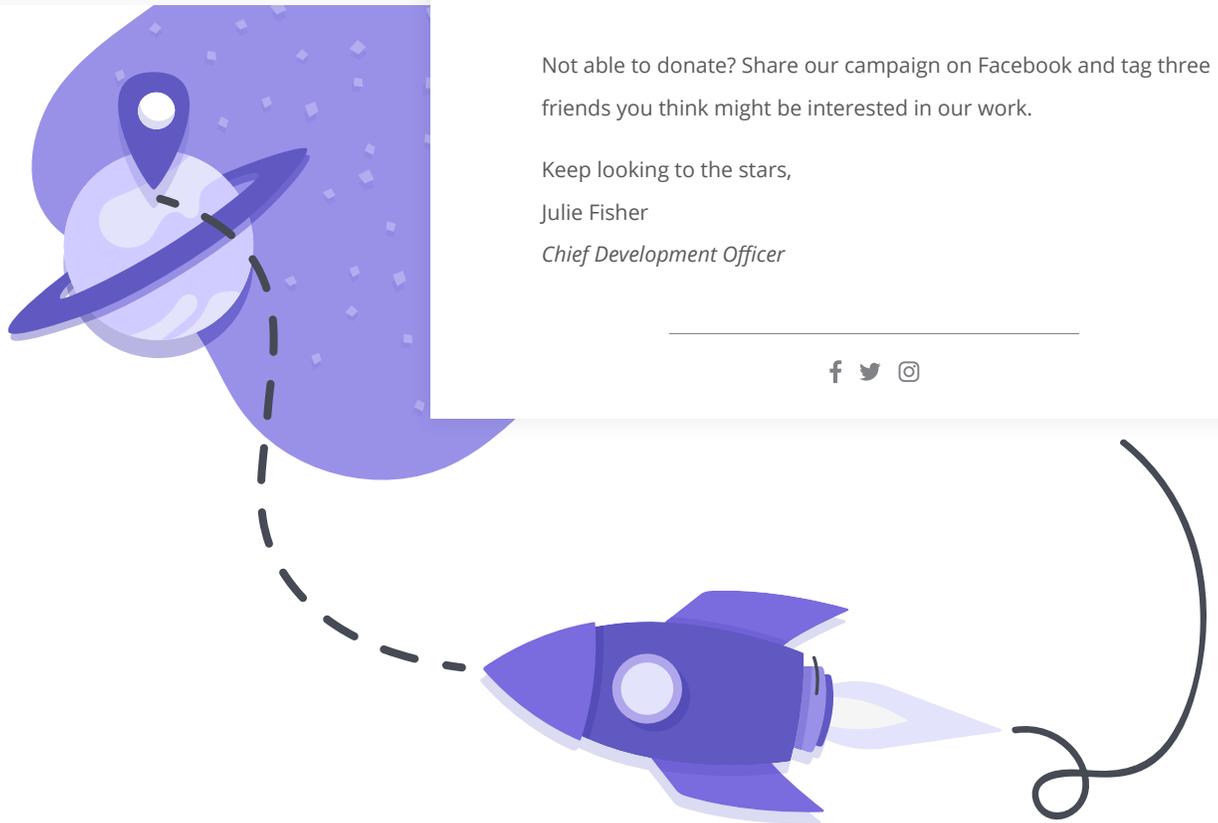
Subscriber list

### WHAT

Keep your supporters informed as your key campaigns progress

### CTA

Donate Now



Hey Luke,

Our Giving Tuesday campaign is **75 percent to our goal of \$1 million**. With just six hours left, the finish line is in sight, but we need your support!

Your contribution will help give us the ability to test launch our newest prototype, the Hawkings Light-Laser 3.8. This test is imperative to understand what we need in order to scale this technology and support the space travel of crew-manned shuttles—the very shuttles that will **find the human race a new home and save our species from extinction**.

Donate Now

Not able to donate? Share our campaign on Facebook and tag three friends you think might be interested in our work.

Keep looking to the stars,

Julie Fisher

*Chief Development Officer*



## 4 | Get Personal

Your touchpoints with your supporters shouldn't just be a slew of one-way messages. To really connect, you'll need to share more personal information about the people at your organization and ask for that information back.

You'll also want to make sure your organization isn't operating off of assumptions when it comes to your supporters. A brief survey is a great way to learn more about their preferences, gut-check your current approach, and learn how to further optimize the individual supporter experience.



## Subject Line: Staff Introductions

### WHEN

Once a year

### WHO

Subscribers

### WHAT

Help supporters connect on a person-to-person level with your team

### CTA

Visit Our Staff Page



Hey Mary!

My name is Jo, and I'm the human resources manager here at The Center for Space Exploration and Off-Planet Species Identification. I wanted to take a moment to reach out and introduce you to some of our awesome team members who work behind the scenes to make our mission a reality.



**JOE MARTIN**  
@jmartin13

*Director of Research  
and Development*

Joe hails from Philadelphia. Go Eagles!

When Joe's not managing projects you can find him running with his dog, Max.



**JULIET JOYCE**  
@julietjoyce

*Volunteer  
Coordinator*

Juliet joins us all the way from London town.

After corresponding with our awesome volunteers, Juliet's next love is speculative fiction and a good cup of tea.



**MICHAEL POTTER**  
@potterhead45

*Chief Financial  
Officer*

Michael's a native New Yorker (he said it's important we write "the city," not "the state.")

Crunching numbers is Michael's thing, but when we finally drag him out of the office, he likes to spend his time pretending he's the next Top Chef.



**NANCY CABOT**  
@nancycabotdrew

*Marketing  
Associate*

Originally from Toronto, Canada, Nancy now works remotely from Vermont.

Nancy, the queen of all things copywriting, also loves to hike with her cat, Steve (it's true, he hikes).

As always, if you ever have any questions about how our team is working to find humans a second home and save the race from extinction, don't hesitate to drop us a line!

Best,

Jo Ann Peters

*Human Resources Manager*



## Subject Line: Customize Your Experience

### WHEN

Once a year

### WHO

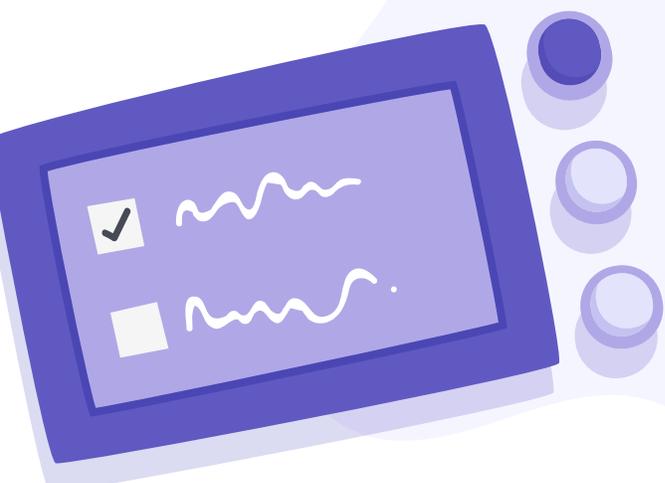
Subscriber list

### WHAT

Touch base with your supporters to collect their preferences, interests, and feedback

### CTA

Complete Our Short Survey



Hey Lucy,

Adrienne here at The Center for Space Exploration and Off-Planet Species Identification. You can consider me your official correspondent—the woman behind the curtain, if you will, orchestrating the messages you receive about our work and impact.

I wanted to touch base with you to see if there's anything we could do to improve your experience as a supporter. If you have a moment, please consider [taking this brief survey](#). I'd love to know if you're interested in hearing more about any of our specific programs and supporter opportunities.

[Take the Survey](#)

The survey will also help us customize your communications and ensure we continue to correspond and develop our relationship in a way that suits you.

As always, thank you for your continued support. Because of you, the human race will survive— we're sure of it.

Have a question? Drop me a line.

Adrienne Forester

*Marketing and Communications Manager*



# 5 | Be Spontaneous

To develop meaningful relationships with your supporters, it's important to send a diverse smattering of communication types. If you constantly send appeal after appeal, what kind of message does that send? Take the time to send some messages, "just because," to show each member of your community that you care about them as individual people and not just numbers on your bottom line.

## Subject Line: Feel Good Friday

### WHEN

Once a quarter

### WHO

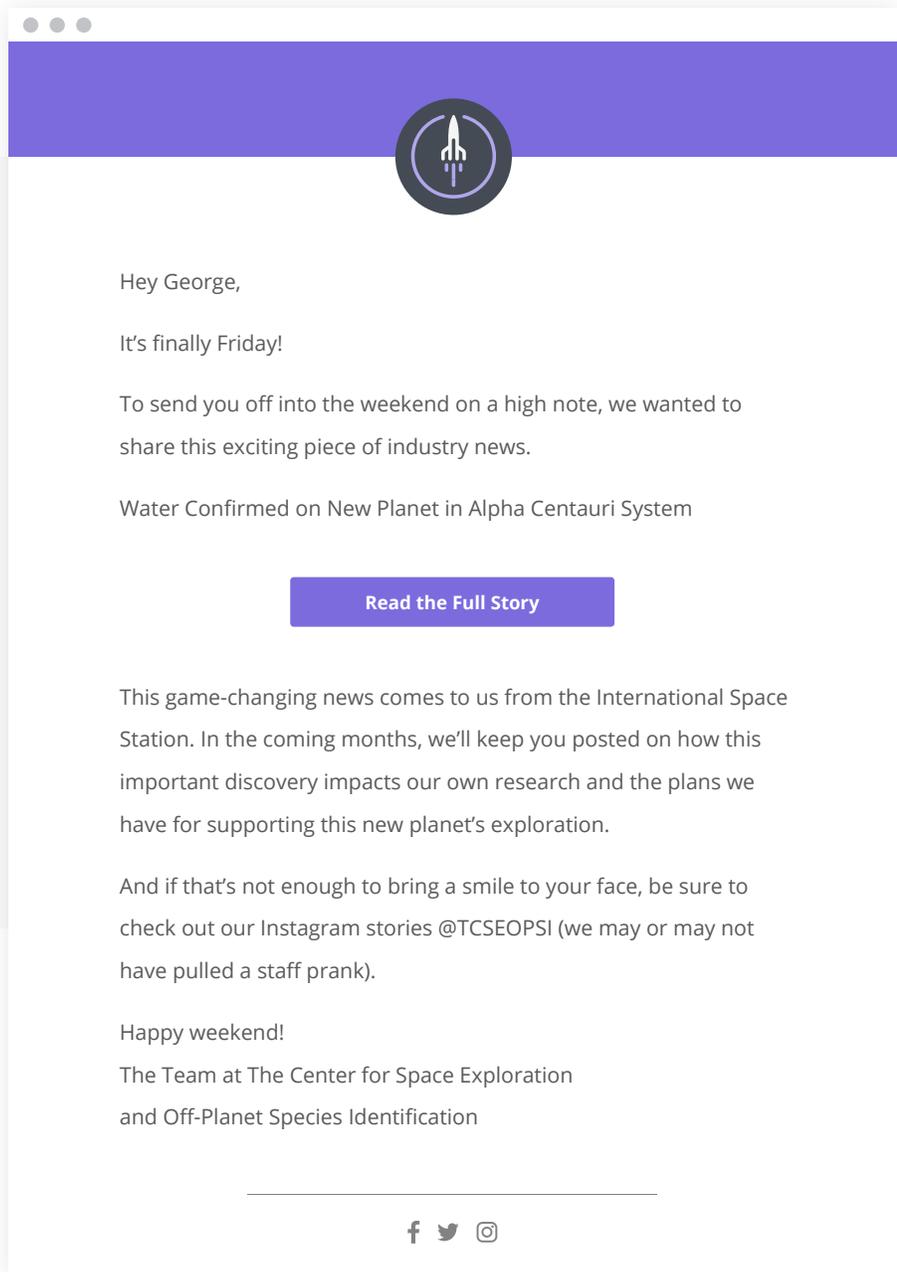
Subscriber list

### WHAT

Send anything fun and/or relevant that's not an appeal. This could be an inspiring message, friendly note, or relevant piece of news

### CTA

N/A



# 6 | Offer Fundraising Opportunities

Subject Line:  
Dedicate Your Life Event

**WHEN**

Twice a year

**WHO**

Subscriber list

**WHAT**

Let supporters know that they can leverage their personal networks to make a big impact on your organization's work

**CTA**

Fundraise Now



Hi Ron,

Did you know that at any time, you can turn a personal life event into an opportunity to help save the human race?

In less than 10 minutes you can create a peer-to-peer fundraising page and send it off to your friends! Birthday, wedding, anniversary, marathon, you name it—we can help you fundraise for it!

Check out this [helpful tips sheet](#) and get started today!

Our Fundraising All-Stars

Supporter Spotlight



**ROCHESTER, NY**  
@roccityskier



**BETHESDA, MD**  
@alicemarie33



**ANCHORAGE, AK**  
@tomrichardson



**WOODSTOCK, VT**  
@nancycabotdrew

Fundraising for TCSEOPSI? Tag @TCSEOPSI for a chance to be featured in our newsletter!

Questions? Give us a holler!

Remus Collins

*Individual Gift Manager*



# 7 | Extend Event Invitations

Subject Line:  
Subscriber Exclusive —  
You're Invited

**WHEN**

Whenever you're hosting a physical event

**WHO**

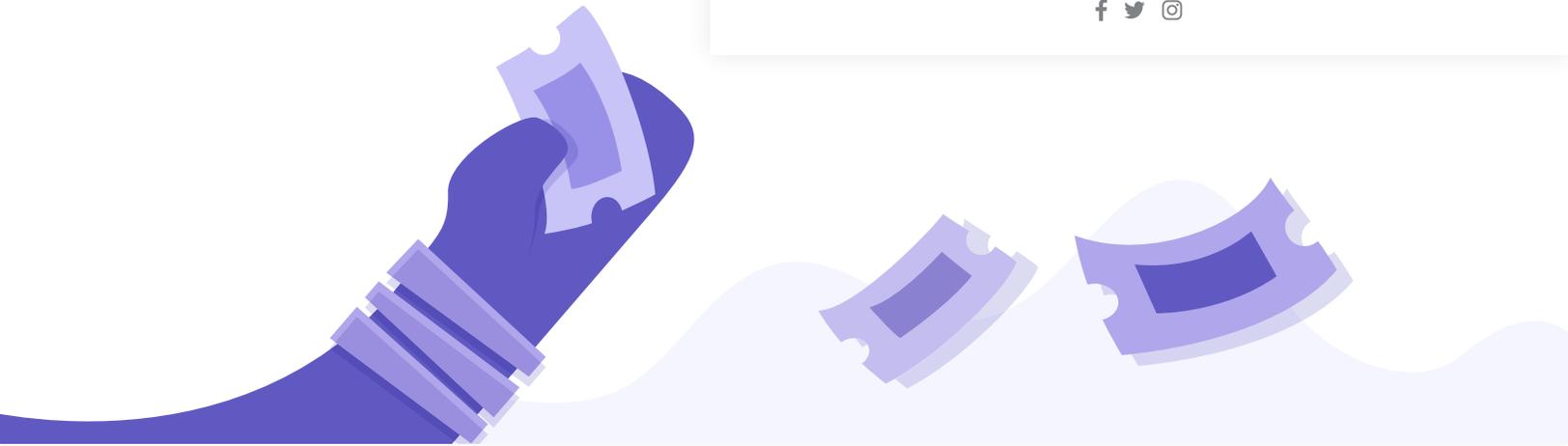
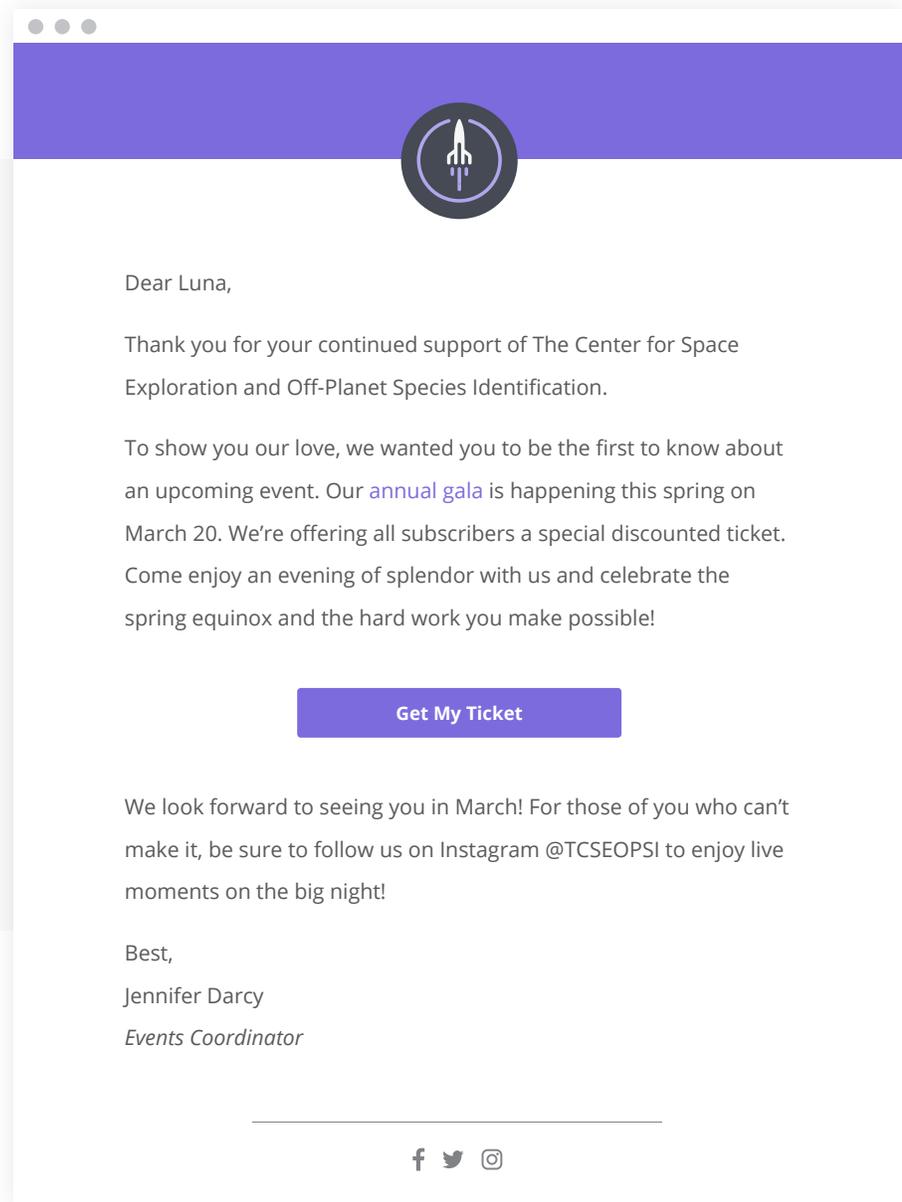
Subscriber list

**WHAT**

Extend early access or discounted tickets to your subscribers for being loyal followers

**CTA**

RSVP Now



## 8 | Ask for Commitment

Subject Line:  
Become a Guardian

**WHEN**

Once a quarter

**WHO**

First-time donors

**WHAT**

Present an invitation to join your exclusive recurring giving program

**CTA**

Give Monthly



Dear David,

Thank you again for your previous show of support for The Center of Space Exploration and Off-Planet Species Identification.

Did you know you can make an even bigger difference as a member of our recurring giving program? The Guardians are an exclusive group of recurring donors who get special access to things like:

- Exclusive updates from the lab
- A special welcome gift
- Photos and videos of the deep space footage we obtain
- A year-end progress report
- Promotions at our online Find Home store

Beyond the exclusives, our Guardians are crucial members whose support helps TCSEOPSI not only keep the lights on, but also grow as an organization and take on more projects.

Here's what one Guardian member said about their decision to join:

"I joined the Guardians because it is a cause close to my heart, and by breaking my donation up on a monthly basis, I am able to afford a charitable gift that makes a real impact. Not only that, as a Guardian member I've had the chance to connect with other supporters."

[Become A Guardian](#)

Not ready to join? [Make a one-time donation](#) to show your support today.

Sincerely,

Hank Patterson

*Founder, Executive Director*

## Subject Line: Quick Question

### WHEN

Once a year

### WHO

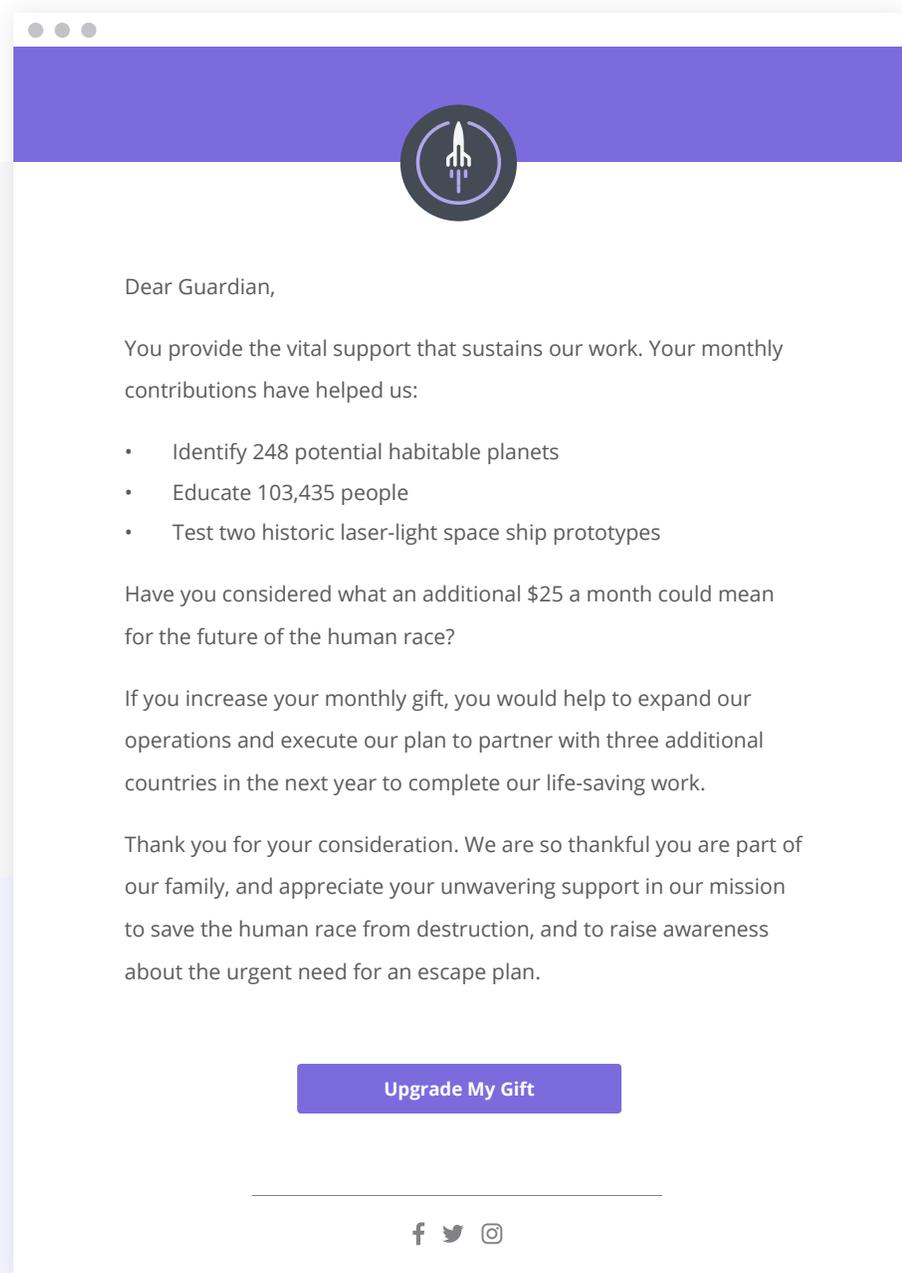
A portion of your recurring donors you deem appropriate

### WHAT

Ask recurring donors to increase their monthly contributions

### CTA

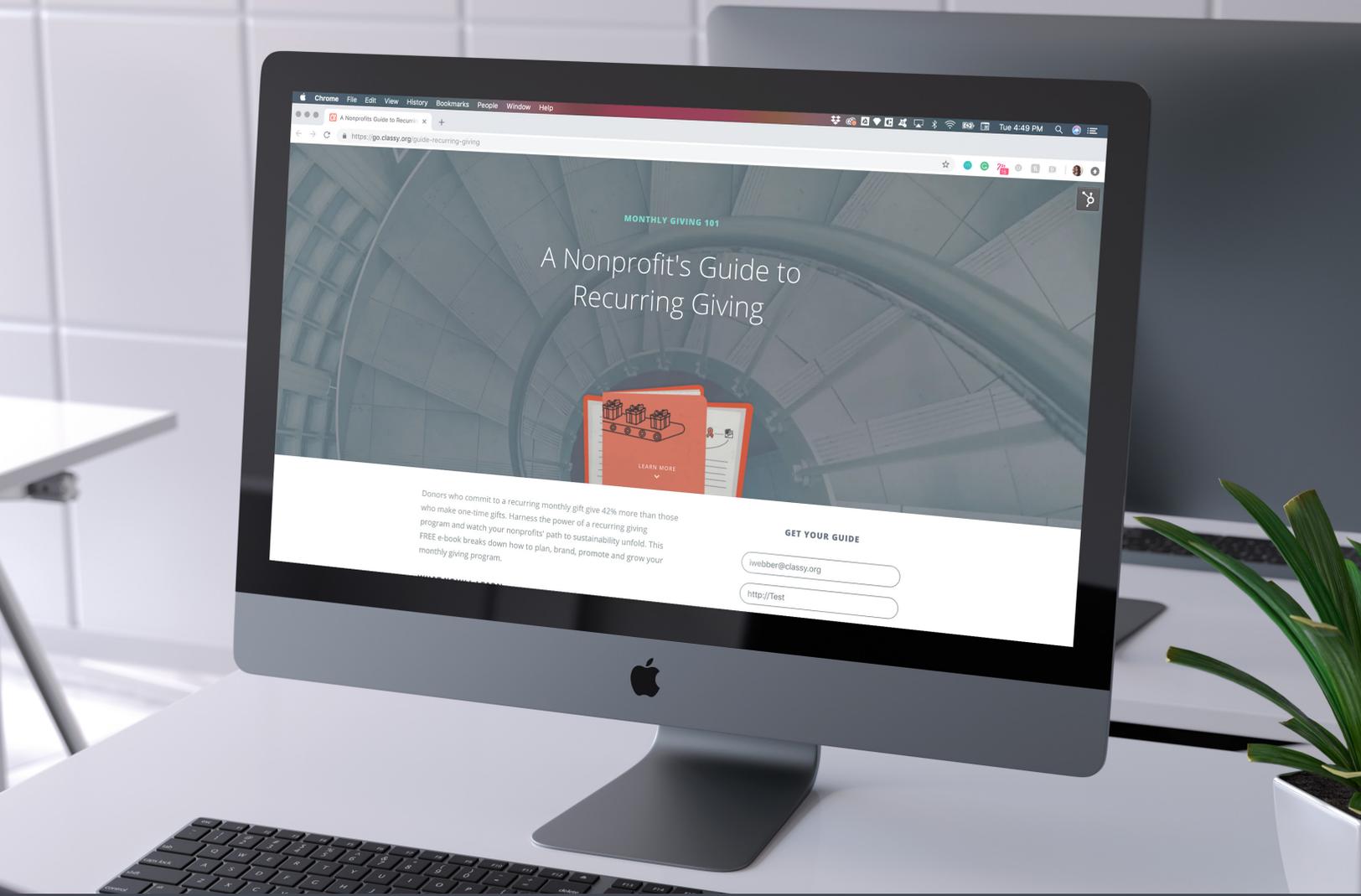
Donate Now



# Conclusion

Think of each of your supporters like a friend—or better yet, family. To maintain important relationships, it's vital you continue to touch base and share experiences. With the right communications plan and mix of touchpoints throughout the year, you can develop your relationships with new donors and turn them into life-long supporters. Happy chatting!





*Classy*

# Design the Recurring Giving Program of Your Dreams

Feel confident sending these emails within the larger context of a strong monthly giving program. Learn how to plan, brand, promote and grow your program for ultimate success.

[Download the Guide →](#)