

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?¹

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?



¹ 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

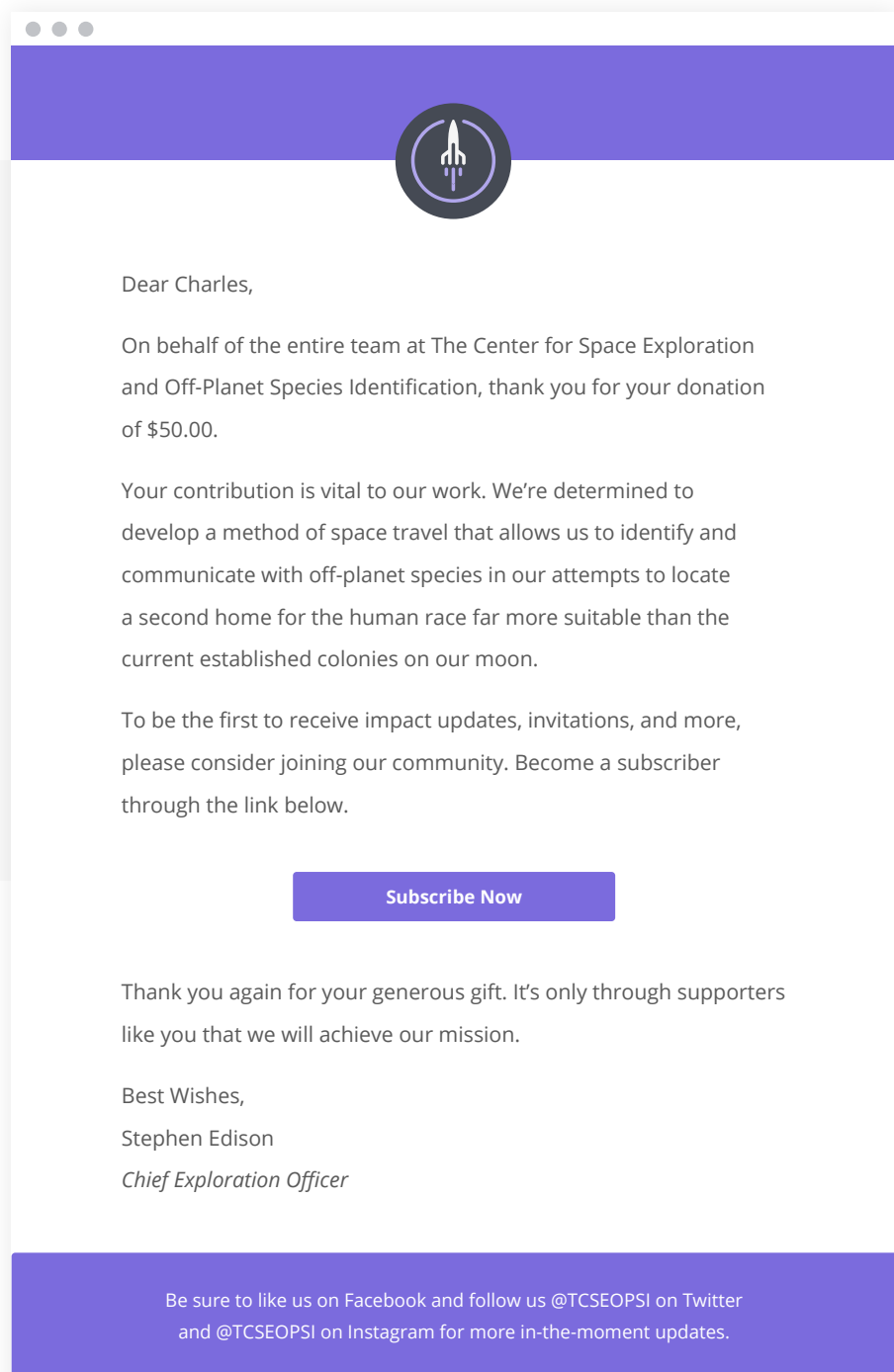
Recent first-time contributor

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

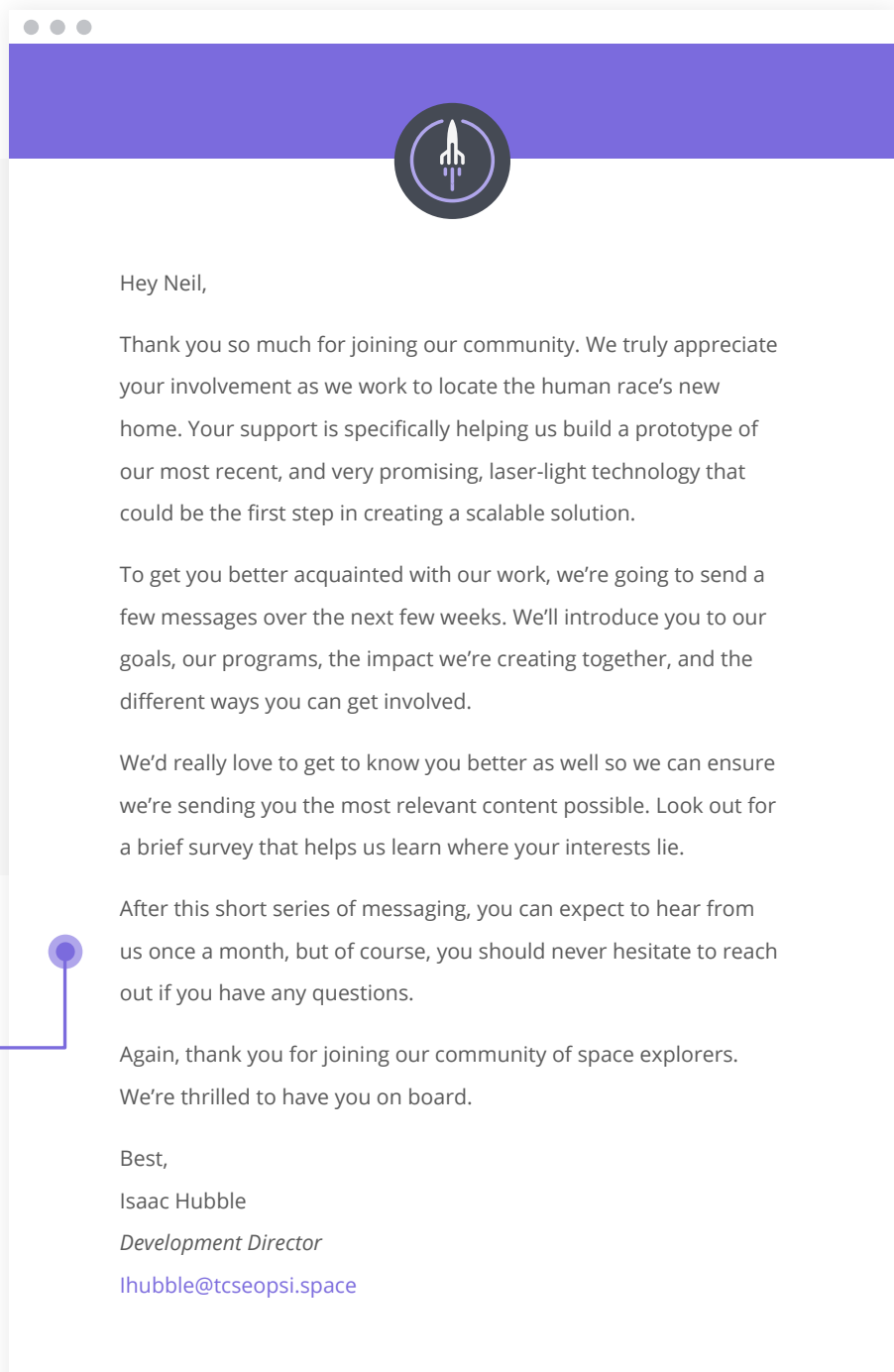
Greet newcomers, say thanks, and set expectations

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

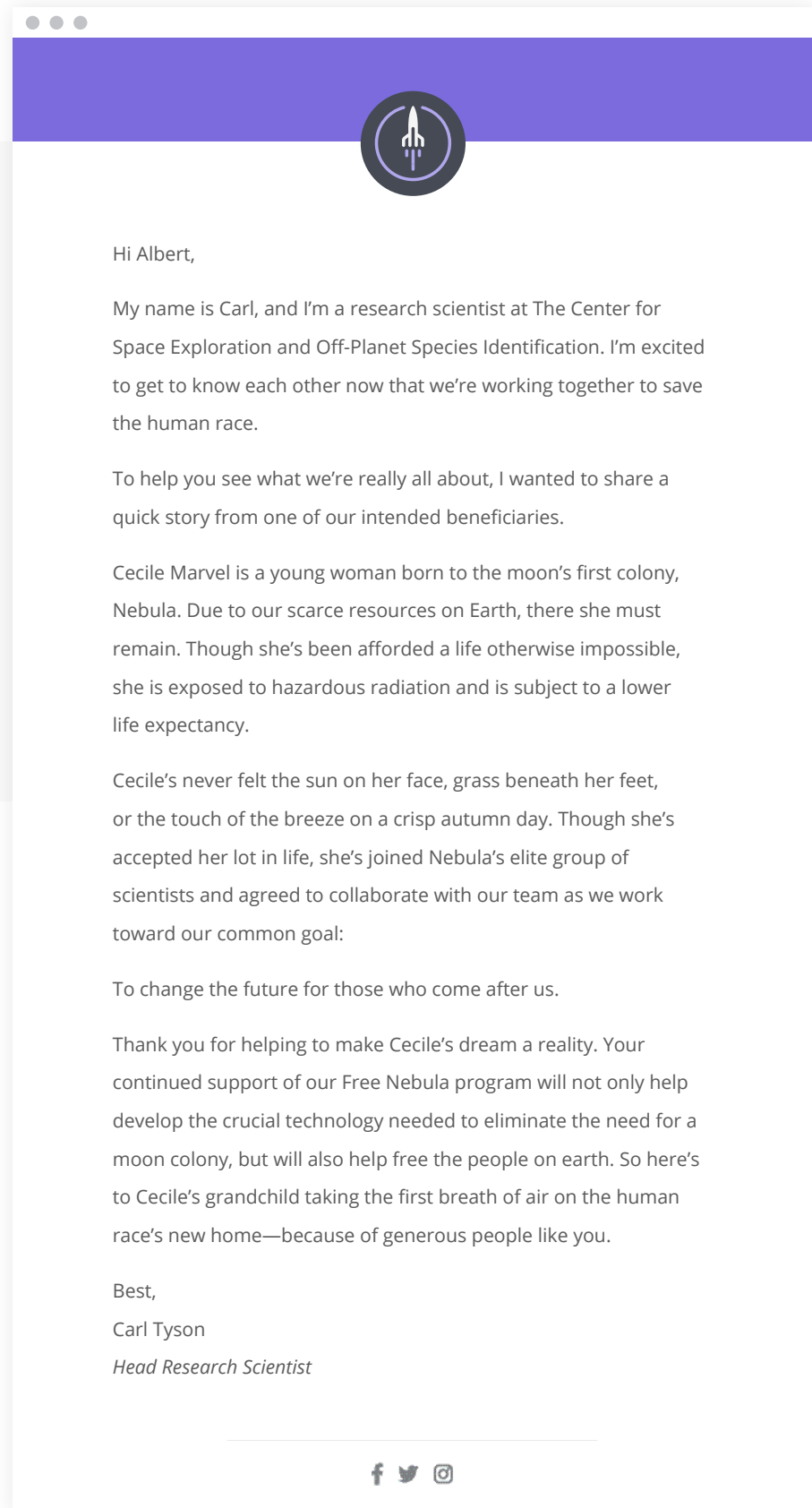
New subscriber

WHAT

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

CTA

N/A



Welcome Series: Email #3

Subject Line:
What do you care
about most?

WHEN

One week after second email

WHO

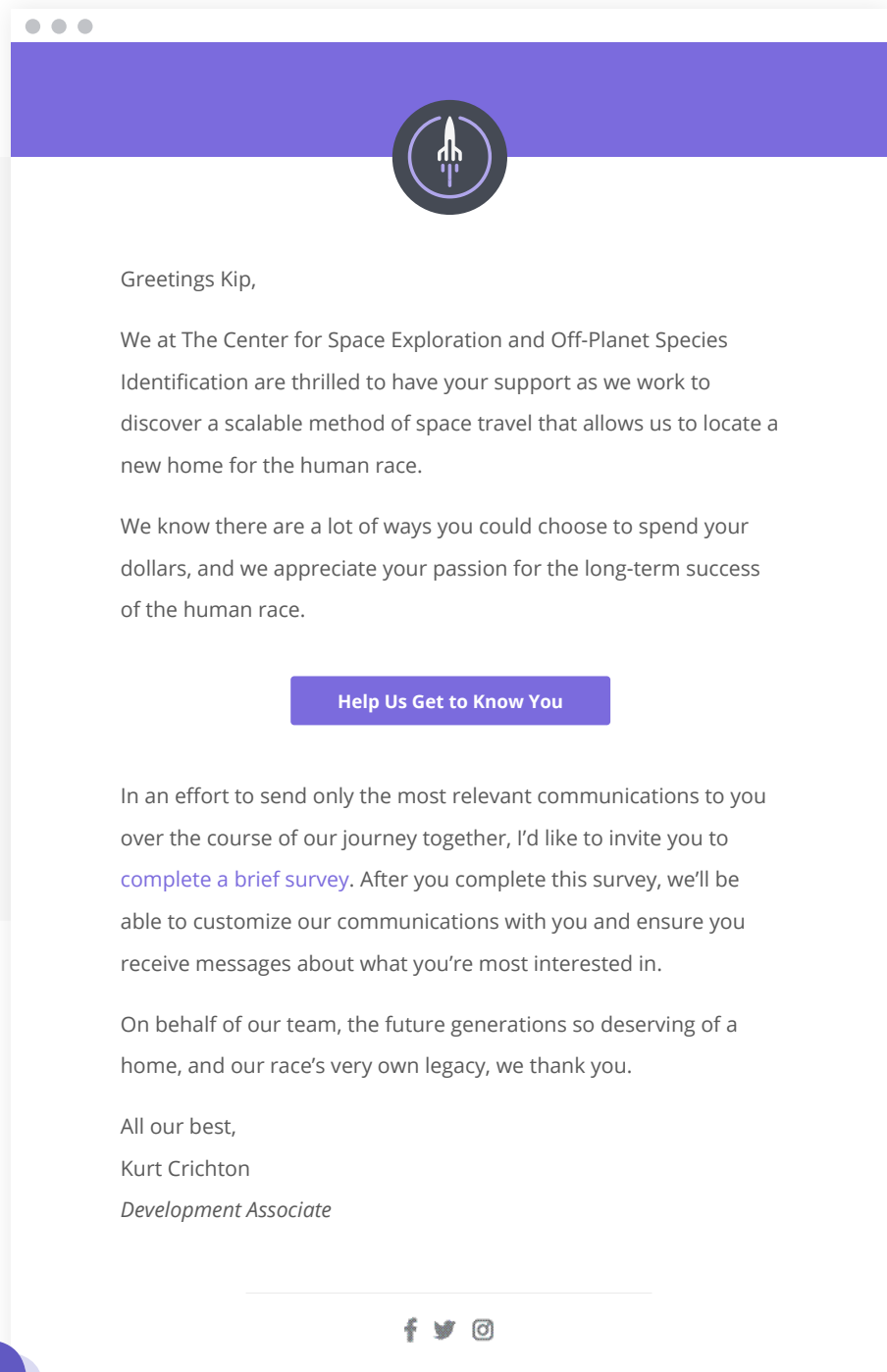
New subscriber

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

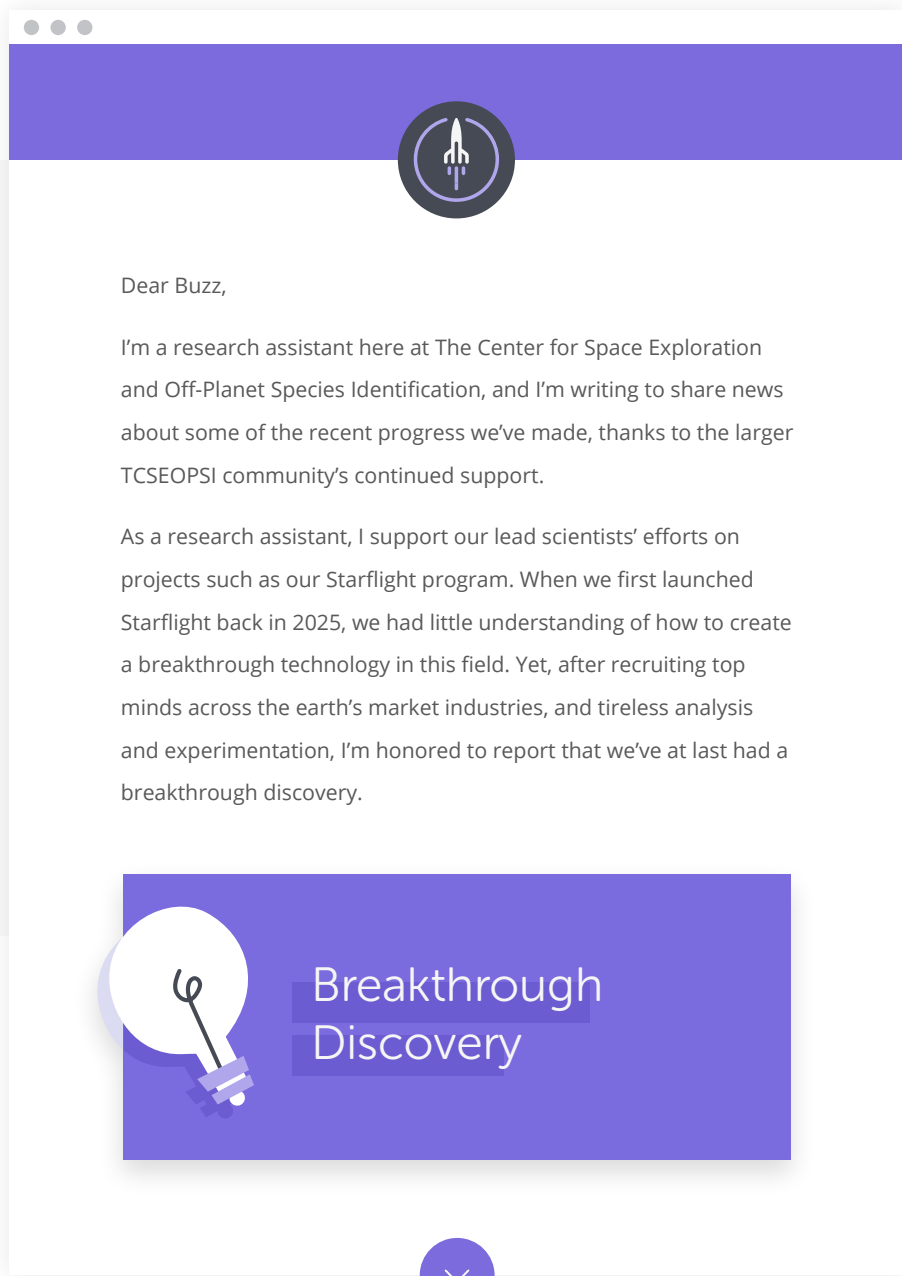
Subscriber list

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

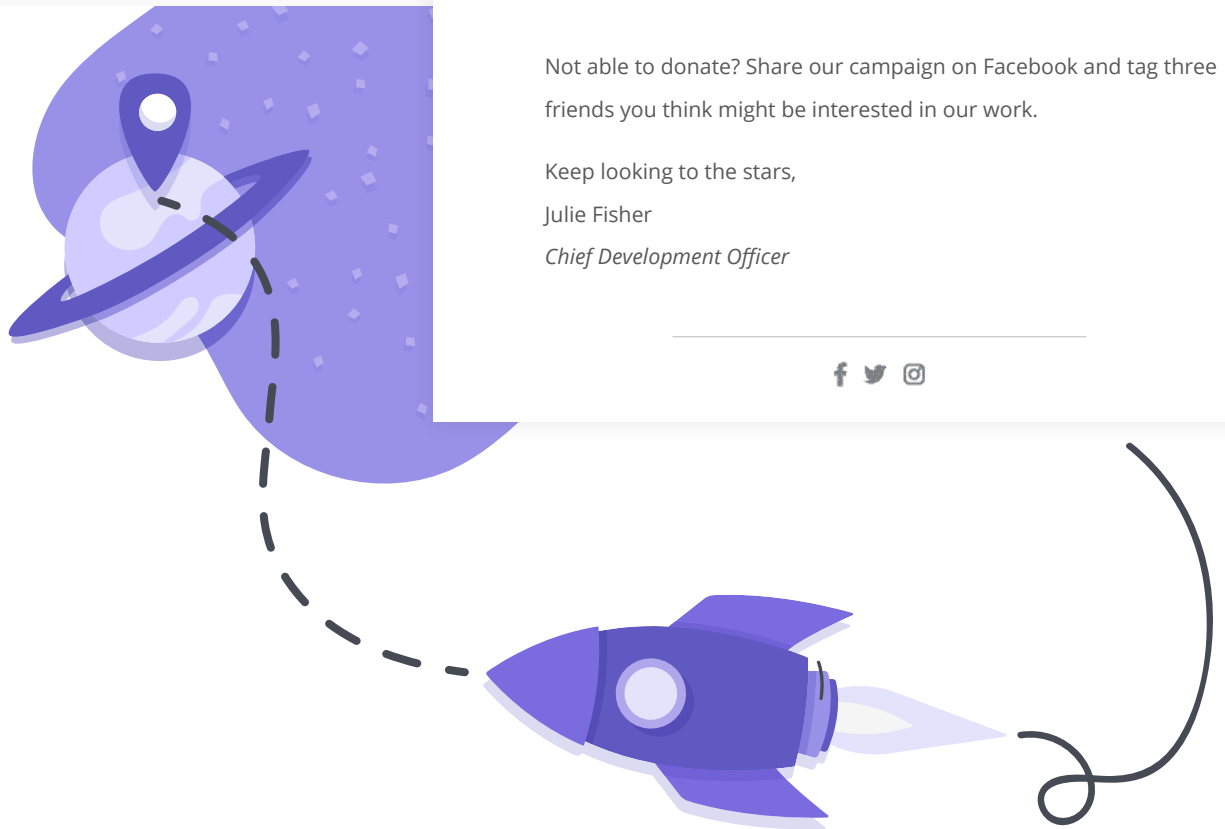
Subscriber list

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

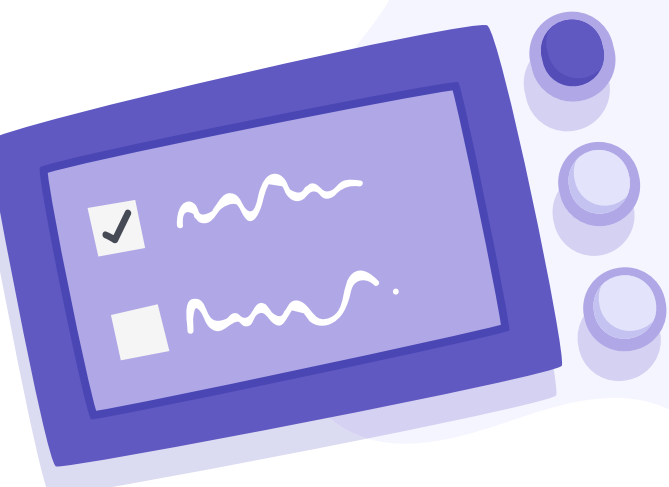
Subscriber list

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

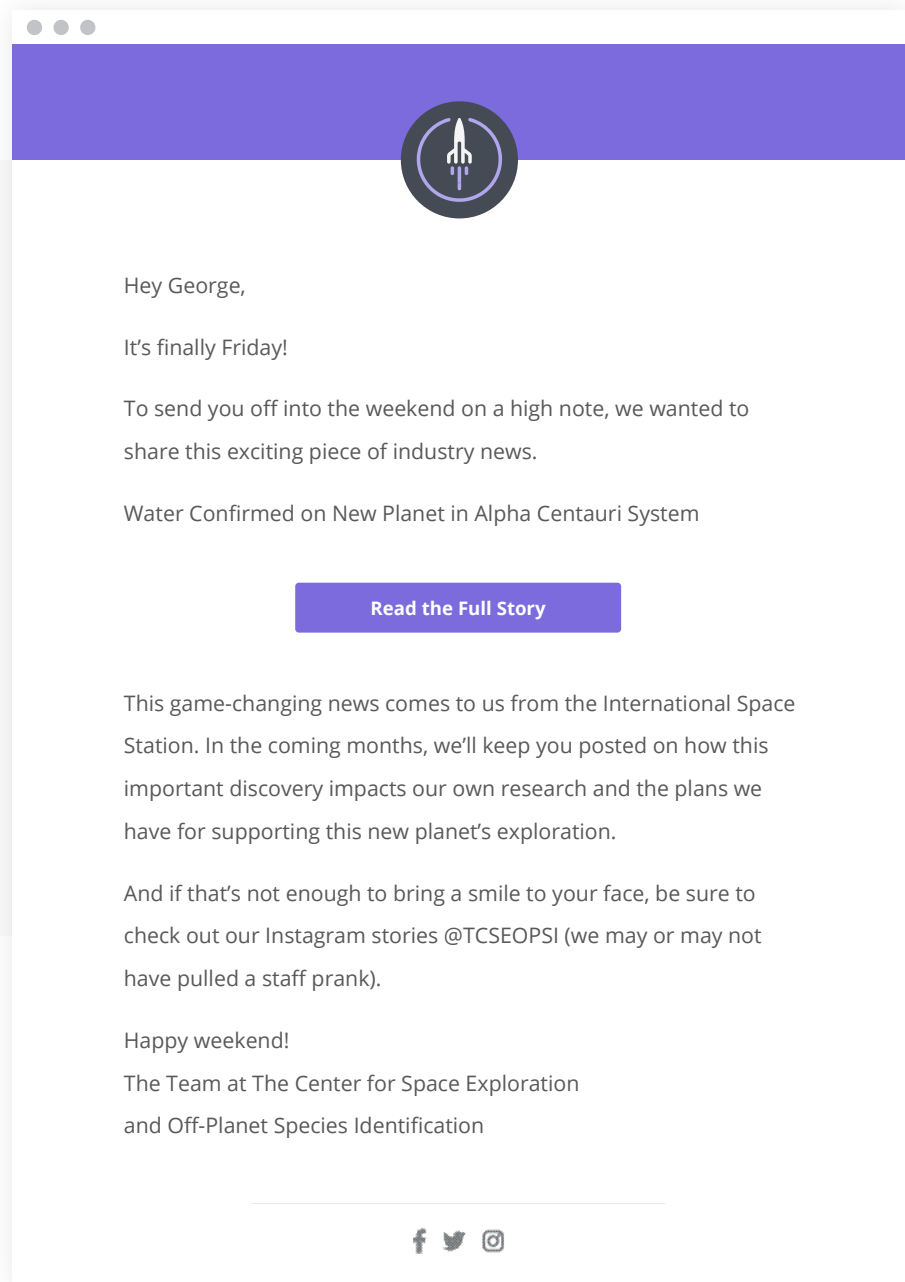
Subscriber list

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

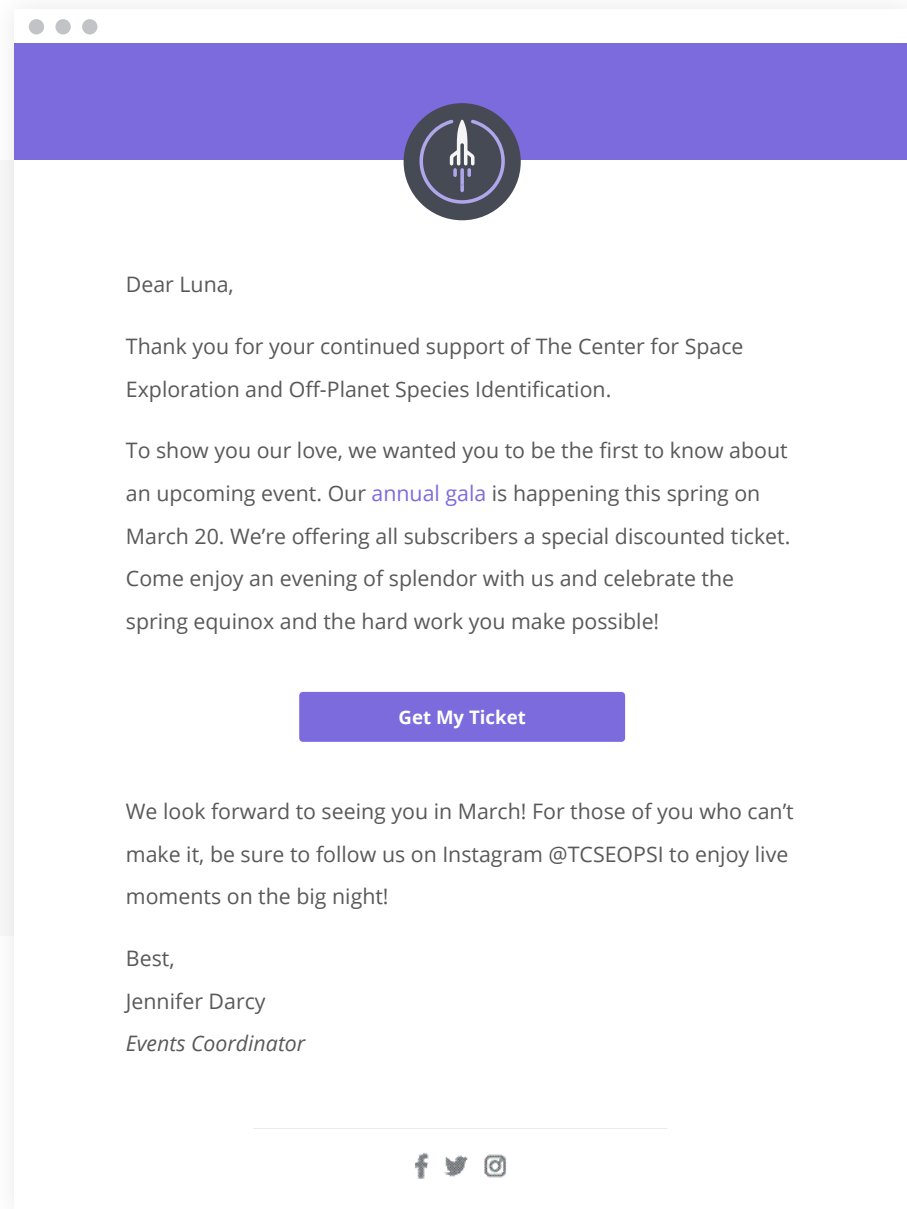
Subscriber list

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 TCSEPSI 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

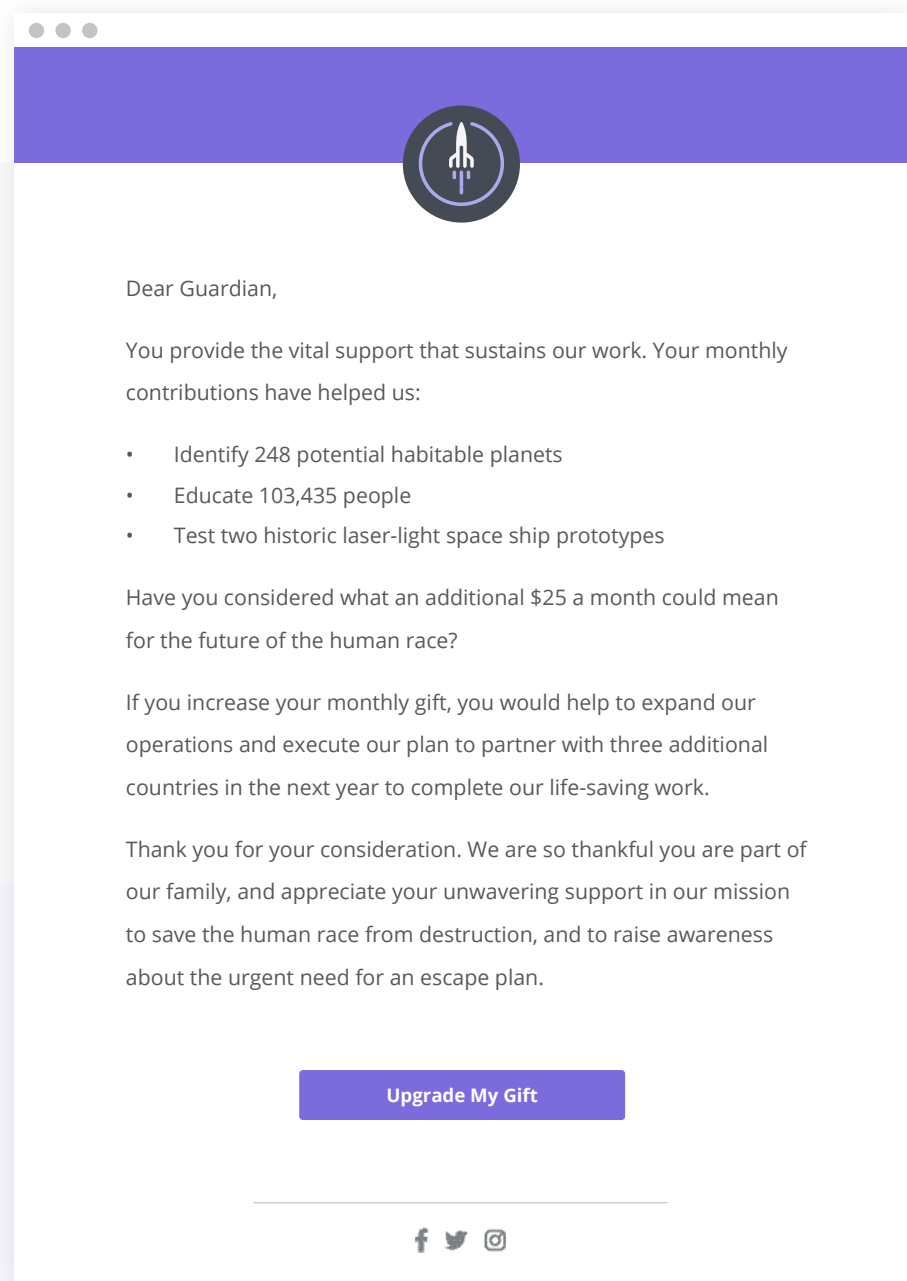
A portion of your recurring donors you deem appropriate

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!





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](#)

Classy