**Thanking Donors Effectively Worksheet**

Building strong connections and trust with your donors takes commitment. This e-mail template worksheet is intended to help you write thank you e-mails to your donors that clearly convey your appreciation, transparency of your work, an open line of communication for feedback and the meaning of their donation.

**Things to remember:**

* GlobalGiving prohibits subscribing donors not already on your donor list to your newsletters without the donor’s permission.
* You may offer your donors the option of subscribing to further updates
* Thank your donors as soon as possible – they notice how timely you are!
* During the Open Challenge remember to keep your donors updated on where you are from your goal, especially during the last week.
* Be sure to include your organization’s personality in every thank you e-mail

Here is an example of a good thank you-email: (parts are **bolded** for being done well)

**Introduction**:

Dear ---------,

I would like to **sincerely thank you for your generous gift of $25** made through GlobalGiving to **the**[**'Help Save Victimized Cambodian Wildlife'**](http://www.globalgiving.org/projects/wildlifealliance/?rf=email_pe_thankyou_4308)**project** on July 8, 2014 at 5:42 AM. Every donation helps ensure that we can continue helping our community.

**Thanks to your support, we are able to rescue animals from poachers and traders and care for them at the Phnom Tamao Wildlife Rescue Center in Cambodia.** There, we look after seven tigers, six rescued elephants, and over 1,200 other species rescued from Southeast Asia’s brutal illegal wildlife trade.

**Write your own introduction:**­­­­­­

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**Body:**

Since its inception in 2001, **the Wildlife Rapid Rescue Team has rescued more than 56,000 animals from poachers and illegal wildlife traders and dramatically driven down the buying and selling of wildlife** in Cambodia and throughout Southeast Asia. At the same time, our forest rangers patrol and protect some of Asia’s most ecologically vital forest habitats, ensuring that threatened species have a forest to call home.

Wildlife Alliance’s work also involves providing alternative livelihoods to rural communities through ecotourism and sustainable agriculture**. These projects ensure the continued protection of the endangered forests by providing villagers with a stable income** acquired through the preservation of their natural and cultural heritage. **For field updates, upcoming events, and to learn more about our work, please visit our website,**[**www.wildlifealliance.org**](http://www.wildlifealliance.org/)**to sign up for our newsletter. We respect your privacy, and in accordance with GlobalGiving policies, we will only add you to our list if you give your explicit approval!**

**Write your own body:**­­­­­­

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**Conclusion:**

**Thank you again**for your generosity. **Your support is making a great difference in our work. Your comments and questions are always welcome at**[**info@wildlifealliance.org**](mailto:info@wildlifealliance.org)**.We hope you’ll be involved for many years to come.**  
  
Sincerely,

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**Write your own conclusion:**­­­­­­

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**Related video: Watch the “Drafting a Great Outreach E-mail” tutorial under the Growing Your Donor Base category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)