

D O N O R W E L C O M E E M A I L S E R I E S

WELCOME EMAIL #1: THANK THEM FOR THEIR GIFT

(For a more personal touch, send a personalized note from the executive director of the organization.)

Thank them for their gift and acknowledge their partnership: “Thank you for your gift of <amount here>,” or, “Thank you for your recent gift to (ministry name). We value your partnership in our mission to _____.”

Describe how their gift will make a difference: List out ways their gift is going to make a difference for your organization, or who/what it will impact.

Call to action: Invite them to follow you on social media, visit your website, or watch a video to learn more about the work your ministry is doing.

WELCOME EMAIL #2: SHOW IMPACT

Share an example of how your organization is accomplishing its mission: link out to blog posts, stories of transformation, or other resources that show the value of investing in your organization—or share photos of those who are benefiting from the work your ministry is doing.

WELCOME EMAIL #3: EDUCATE OR SHARE A RESOURCE

Educate donors on why what you’re doing is important: Share stats or other data that backs up what your ministry is doing and why it’s significant.

Share a resource: Have a prayer guide or Bible study you created, or a quiz or simple worksheet? Share this resource with your donors to invite them to better understand the heartbeat behind your organization.

WELCOME EMAIL #4: INSPIRE INTO ACTION

Inspire donors to take further action: Now that your donors have given monetarily, invite them to get involved in other ways. This could be by attending an upcoming event, volunteering, or signing up for your newsletter (if you have one).

You may also consider making another soft ask in this email or inviting them to set up a recurring gift for a specific cause or general fund.