

Do's & Don'ts : Donation Emails

Asking for donations via E-Mail can be a bit complicated. Here are some handy Do's and Do Not's when it comes to popping the question online:

Get Straight to the Point



When making donation requests via email, being direct and to the point is the way to go. Make your request in the first couple sentences, and make it stand out.

Make it Easy to Donate



Nothing turns potential donors like a confusing donation process. Simple and streamlined is the way to go. Make the path to donation both apparent and aesthetically pleasing, whether it be a bolded link or flashy button

Be Transparent



People want to know where their money is going, and will be wary of donating if it seems like their money is being thrown into a hole. So let them know how their donation will be spent by your organization!

Say Thank You!



You scored the donation! Now it's time for the next step: a thank you. After donating, send the donor to a "thank you" landing page and follow up with a short email a few days later - a little gratitude can go a long way.



No Long, Indirect Emails

People only have so much time to read through emails, so recognize that their time is valuable. Provide brief messages that get your point across quickly and effectively.



Don't Force Account Creation

Nothing turns a potential donor off like going to donate and being asked to create an account or sign up for a mailing list beforehand. If someone only wants to donate, let them!



Don't Be Pushy

Nobody likes receiving pushy emails asking for donations. Building long term donor relationships by using targeted and high quality emails will be more effective and productive in the long run.



No Negative Language

Your emails should always strive to evoke positive feelings among potential donors. Negative language does the opposite, reducing the effectiveness of your emails. Use apps like "Effect Check" to measure your use of Negative Language!