

DONOR CONVERSION

EMAIL TEMPLATE: TAX APPEAL

The end of the financial year is a perfect time to thank your Peer Donors (sponsors of Supporters) and create communications to help migrate them to your cause as dedicated supporters.

Target audience: All donors this financial year

Email subject: Tax deductible receipt for sponsoring a <charity name> fundraiser

Dear <donor name>,

Earlier this financial year you kindly made a donation of \$<amount> to <charity name> by sponsoring the efforts of a colleague, friend or family member through their online fundraising page titled <fundraising page title>.

At the time of making the donation you were issued with a tax deductible receipt by e-mail. We realise how easy it is to misplace such receipts so with the financial year ending, we are sending you this e-mail with a link to a copy of your tax deductible receipt.

If you have misplaced your original copy please click the button on the right. You will be directed to a secure and individual page with a copy of your receipt for you to print.

You will also find a video, which explains a little more about the work we do and why your support is much needed and appreciated.

Once again thank you for your kind and generous donation, we are very grateful. Kind regards,

The team at <charity name>