



As Personal Fundraising Coaches, we believe in the power of thank yous to express your appreciation, grow relationships, and encourage more donations in the future. Check out some of our sample thank you scripts below. Please feel free to copy and paste one or more of these samples into your own Word document and customize them as needed. We recommend creating one script in case you reach someone over the phone, and another slightly different script in case you need to leave a voicemail. If you have any questions about developing thank you scripts for your own use, please let your coach know.

For Nonprofit Professionals (Nonprofit Staff)

Sample template:

Hi! My name is [name]. I am calling from [organization]. I wanted to call and say thank you so much for the donation you made recently. I would love to tell you a little more about how we're going to use that donation to help [explain who your beneficiaries are]. Do you have a few minutes now?

Great! First and foremost, how are you doing? This year has been challenging for so many. I hope that you and your loved ones are safe and healthy. [Pause for their response].

Getting to the point of my call, [organization] was established to help [beneficiaries] because of [problem that your organization exists to solve]. There is a significant need in this area right now because of [explain reasons]. We appreciate you so much. It's wonderful to know that there are people here in [location] that want to help too.

This year, we are planning to share more regular information so that you know about all the good things you're making possible when you give.

- *Are you following us on [social media site] or [other social media site]?*
- *Do you get emails from us?*
- *Optional question(s): What do you think of our social posts [or emails, newsletter, etc.]. Do you have suggestions for how we might best communicate with you?*
- *I am so grateful that we've chatted today. Is there anything else you would like to learn more about?*

Please feel free to reach out to us anytime if you would like to learn more. Thanks again!

Sample script:

Hi! My name is Daisy. I am calling from Henry's Puppy Pals. I wanted to call and say thank you so much for the donation you made recently. I would love to tell you a little more about how we're going to use that donation to help homeless dogs get adopted. Do you have a few minutes now?

Great! First and foremost, how are you doing? This year has been challenging for so many. I hope that you and your loved ones are safe and healthy. [Pause for their response].

Getting to the point of my call, Henry's Puppy Pals was established to help homeless dogs because of the high number of dogs that are abandoned each year. There is a significant need in this area right now because of economic issues caused by the pandemic. We appreciate you so much. It's wonderful to know that there are people here in our community that want to help too.

This year, we are planning to share more regular information so that you know about all the good things you're making possible when you give.

- *Are you following us on Facebook or Instagram?*
- *Do you get emails from us?*
- *What do you think of our social posts? Do you have suggestions for how we might best communicate with you?*
- *I am so grateful that we've chatted today. Is there anything else you would like to learn more about? We love sharing good news, like a photo every time a new dog gets adopted, and we'd love to make sure you get to see those cute pictures too!*

Please feel free to reach out to us anytime if you would like to learn more. Thanks again!

From a Board Member

Sample template:

Hi! My name is [name]. I am on the board of [organization] and I am calling to say thank you for the donation that you made recently. We really appreciate it!

I joined the board because I really care about [explain beneficiaries]. It's always a pleasure getting to speak with someone who has the same interests.

First and foremost, how are you doing? This year has been challenging for so many. I hope that you and your loved ones are safe and healthy. [Pause for their response].

Out of curiosity, what made you want to help [organization]? Do you have a few minutes to share with me?

My friends who work at [organization] are fantastic. They are really dedicated to sharing good news with our supporters right now so that you get to hear what your donations make possible.

- *Are you following them on [social media site] or [other social media site]? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*
- *Optional question: Could I please double check that we the right information for you, including your email address, mailing address, and cell phone number?*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!

Sample script:

Hi! My name is Daisy. I am on the board of Henry's Puppy Pals and I am calling to say thank you for the donation that you made recently. We really appreciate it!

I joined the board because I really care about dogs. I actually adopted one from them first, and that's how I got involved. It's always a pleasure getting to speak with someone who has the same interests.

First and foremost, how are you doing? This year has been challenging for so many. I hope that you and your loved ones are safe and healthy. [Pause for their response].

Out of curiosity, what made you want to help Henry's Puppy Pals? Do you have a few minutes to share with me?

My friends who work at Henry's Puppy Pals are fantastic. They are really dedicated to sharing good news with our supporters right now so that you get to hear what your donations make possible.

- *Are you following them on [social media site] or [other social media site]? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*
- *Could I please double check that we the right information for you, including your email address, mailing address, and cell phone number?*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!

From a Volunteer

Sample template:

Hi! My name is [name]. I am a [organization] volunteer and I am calling to say thank you for the donation that you made recently. We really appreciate it!

First and foremost, how are you doing? This year has been challenging for so many. I hope that you and your loved ones are safe and healthy. [Pause for their response].

I have been volunteering for [organization] for [number] year(s). I started because I really care about [explain beneficiaries]. It's always a pleasure getting to speak with someone who has the same interests.

Out of curiosity, what made you want to help [organization]? Do you have a few minutes to share with me?

My friends who work at [organization] are fantastic. They are really dedicated to sharing good news with our supporters right now so that you get to hear what your donations make possible.

- *Are you following them on [social media site] or [other social media site]? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*
- *Optional question: Could I please double check that we the right information for you? [Double check address, email, and cell phone number.]*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!

Sample script:

Hi! My name is Daisy. I am a Henry's Puppy Pals volunteer and I am calling to say thank you for the donation that you made recently. We really appreciate it!

I have been volunteering for Henry's Puppy Pals for 3 years. I started because I really care about dogs. It's always a pleasure getting to speak with someone who has the same interests.

Out of curiosity, what made you want to help Henry's Puppy Pals? Do you have a few minutes to share with me?

My friends who work there are fantastic. They are really dedicated to sharing good news with our supporters right now so that you get to hear what your donations make possible.

- *Are you following them on Facebook or Instagram? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*
- *Could I please double check that we the right information for you, including your email address, mailing address, and cell phone number?*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!

From a Beneficiary or Family Member / Friend of a Beneficiary

Sample template:

Hi! My name is [name]. I am calling on behalf of [organization]. I'm taking some time today to call and thank people who made donations last month. We really appreciate you doing that. Thank you.

Do you have some time to talk? I'd love to tell you a little bit more about how you're helping [beneficiaries] through [organization].

My family and I are actually some of the people who [organization] have helped recently. [Explain story here].

Out of curiosity, what made you want to help [beneficiary]? I'd love to hear what inspired you to make such a thoughtful donation.

Thank you for sharing that with me. I have to say, if it wasn't for people like you, families like mine would [problem that wouldn't be solved], so thank you again for your donation.

- *Are you following them over on [social media site] or [other social media site]? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!

Sample script:

Hi! My name is Daisy. I am calling on behalf of Henry's Puppy Pals. I'm taking some time today to call and thank people who made donations last month. We really appreciate you doing that. Thank you!

Do you have some time to talk? I'd love to tell you a little bit more about how you're helping homeless dogs through Henry's Puppy Pals.

My family and I are actually some of the people who Henry's Puppy Pals have helped recently. Our dog Teddy sadly was lost last year. We were worried sick! But then we got a call from Henry's Puppy Pals. They were taking care of our Teddy and because he was microchipped they were able to contact us. When we got there, we saw what great care they were taking of him. They had even had a medical person look him over to make sure he was OK. They kept him safe until we arrived and were real lifesavers that day. I have been volunteering for them ever since!

Out of curiosity, what made you want to help Henry's Puppy Pals? I'd love to hear what inspired you to make such a thoughtful donation.

Thank you for sharing that with me. I have to say, if it wasn't for people like you, families like mine might lose the pets they love, so thank you again for your donation.

- *Are you following them on Facebook or Instagram? I follow them too and it's a great way to hear from them as soon as new information comes out.*
- *Do you get their emails?*

I know they're always happy to answer questions, so please contact them if you ever want to learn more or volunteer in some way.

I really appreciate your time today. Thanks again!