

Donation Follow-Up Email Templates

The emails that come after the request - the one polite reminder, a note to find the right person, a reply for a counter-offer, a yes-confirmation that settles collection, and a graceful close when the answer is no.

Templates & Letters · ultimatedonations.org/resources/donation-follow-up-email-templates

The request is the part everyone writes carefully. The emails after it are the part that decides whether the item actually arrives. A yes that nobody confirms is a yes that never gets collected; a silence nobody follows up on is a request that was never really made; a counter-offer answered slowly goes to the next group that asked.

These templates cover everything between the ask and the event. Replace every [bracketed placeholder], keep each one short, and log every send in the [donation request tracker](#) so nobody sends the same email twice. For the original request, use the [donation request letter workbook](#); for what goes out after the gift, the [donor thank-you kit](#). The rest of the library is at [free fundraising resources](#).

Which email, when

Situation	Email to send	When
No reply to your request	The one polite reminder	After a couple of weeks of silence, once
You are not sure you reached the right person	Finding the right person	Before you send anything else
They offered something other than what you asked for	Accepting a different offer	Within a day or two of the reply
They said yes	Confirming a yes	The same day, if you can
They said no	Closing gracefully	Within a few days

Everything in this table is one email. None of it is a sequence.

The one polite reminder

Short, specific, and easy to answer. Attach nothing new; re-send the original request below your note so they do not have to search for it.

Subject: Following up - [Organization Name] request for [Event Name]

Hi [Contact Name],

I wanted to follow up on the request I sent on [date sent] for [the specific item] for [Event Name] on [Event Date]. I have included it below in case it is easier to have in one place.

If it helps, we would need the item by [date needed], and I am glad to arrange collection at whatever time suits you.

Thank you for considering it,

[Your Name] [Your Role], [Organization Name] [Your contact details]

After this, stop. If the tracker says "followed up", nothing further is due from you.

Finding the right person

For a local store or office where you asked in person, or a general inbox where you are not sure the request reached anyone who decides.

Subject: Who handles donation requests at [Company Name, location]?

Hi [Name, or "there" if you do not have one],

I am [Your Name] from [Organization Name]. We are holding [Event Name] on [Event Date], and I would like to send a donation request to whoever handles them for [location].

Could you point me to the right person, or to the form you prefer groups to use? I would rather ask in the way that works for you than send it to the wrong place.

Thank you,

[Your Name] - [Organization Name]

If the answer is a form or a corporate page, use it. A local manager who says requests go through the company's program is telling you the process, not declining you.

Accepting a different offer

For when the answer is "we can't do that, but we can do this".

Subject: Thank you - happy to accept [the item offered]

Hi [Contact Name],

Thank you for coming back to me, and for the offer of [the item offered]. We would be glad to accept it for [Event Name] - it will go [onto our prize table / into our auction / into a raffle basket].

We would need it by [date needed]. Would it suit you for me to collect it from [location], or would you prefer to send it?

Thanks again,

[Your Name] - [Organization Name]

If the offer genuinely does not fit your event, say so kindly and thank them anyway. Accepting something you will not use, and then not using it, is worse for next year than a polite decline.

Confirming a yes

The email that makes sure the item arrives. Settle the logistics in writing, while they are fresh.

Subject: Thank you - confirming [the item] for [Event Name]

Hi [Contact Name],

Thank you so much for agreeing to donate [the item] to [Organization Name] for [Event Name] on [Event Date].

To confirm the details: [The item, described as they described it] [Collection or delivery: who, where, and on what date] [Anything they asked of you, such as a form to return]

If anything changes on your side, [Your Name] is the person to contact, at [Your contact details]. I will send a proper thank-you once the item is with us, and a note after the event to let you know how it went.

With thanks,

[Your Name] - [Organization Name]

Then mark the tracker "yes", set a date to check the item is in hand, and put the collection in someone's calendar by name.

Closing gracefully

For a no. Short, unresentful, and sent anyway - a program that declined this year has told you it exists and who handles it.

Subject: Thank you for considering [Organization Name]

Hi [Contact Name],

Thank you for letting me know, and for taking the time to consider our request. I understand completely.

We hold [Event Name] each [season]. If it would suit your process better, I would be glad to reach out earlier next time.

Best wishes,

[Your Name] - [Organization Name]

Rules that apply to every one of these

1. **One person sends.** Whoever sent the original request sends every follow-up, from the same address, so the thread stays in one place.
2. **Reply in the thread.** A new email with no history makes the coordinator search for your original request.
3. **Never follow up on a no.** Record it, thank them, and move on.
4. **Keep the promises small.** Say only what you will actually do - a thank-you, and a note after the event.
5. **Log it before you close the tab.** An email that is not in the tracker is an email the next volunteer will send again.

Before the next round, look each company up in the [donor directory](#) - we track 4,000+ companies, and each page describes what that program has historically offered and where to check its current status.

Common questions

How long should you wait before following up on a donation request?

A couple of weeks of silence is normal, not a rejection - a coordinator is usually working through a stack of requests. Send one polite reminder after that, and only where the program has not already said no.

How many times should you follow up?

Once. A single reminder reads as organized and moves your request back to the top of the pile. A second one makes yours the request the coordinator remembers for the wrong reason.

What if the company offers something different from what you asked for?

Say thank you and say yes, if you can use it. A company that offers a different item has already decided to help; the only question left is whether the item fits your event, and that is yours to answer honestly.