

Subject line: You just saved the life of an endangered flamingo



SAVE THE  
FLAMINGOS

Avoid words like "donation confirmation" and "donation receipt" in the subject - have some fun!

Include your logo, but don't use a giant image.

Hey there,

You just did something really special!

Make the donor the hero and show off impact of gift!

Your donation to Save The Flamingos means so much to us, but it means even more to our feathered friends who will receive food, shelter and medical assistance this year - all because of you.

Here's the story of one such flamingo: [www.savetheflamingos.org/meet-sally](http://www.savetheflamingos.org/meet-sally)

Give the donor something to do - get them back to your website!

Please accept our heartfelt thanks for your gift!

In addition to a letter in the mail that you'll receive as record of your tax deductible gift, we'll be sharing more information about how your support is helping to save thousands of endangered flamingos.

Preview future communications

We can't thank you enough for being a hero to the world's vulnerable flamingo population!

Additional thank you

Gratefully,

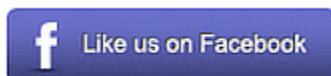
**Steven Shattuck**  
**Executive Director**



Personal signature

Org contact info

PS: We'd love to know more about you! If you have the time, please visit [savetheflamingos.org/survey](http://savetheflamingos.org/survey) to tell us more about yourself!



Additional calls-to-action

1 Main St. Indianapolis, IN

317-555-5555

[steven@savetheflamingos.org](mailto:steven@savetheflamingos.org)