
5. Tips when writing Thank You messages

The thank you messages are an important aspect of how we work, as it is through these that our donors can really feel directly connected to the people they have helped.

1. After you have posted a request and the money has come in, your request is not automatically archived. It moves to the 'Pending Payment' section, and you need to give the details of the date the applicant received the help or item requested. This then moves the request to the 'Awaiting Feedback' section, and you have the opportunity to write a thank you message which will go directly to the donor(s) who gave to your request.
2. When the donor receives the email, the title of the email is: Thank you for [your title]. So 'Thank you for my new washing machine' would read well and help the donor immediately identify the request they gave to. Bear in mind a lot of our donors give a small amount to various requests, and many are repeat givers, so it helps them identify what they are being thanked for.
3. At the start of their email, they receive the following standard text:

“Acts 435 Advocates, based at the local participating church, are able to directly write a thank you message on behalf of the individual or family helped which will specifically go to those donors who gave to that request.

The following message is therefore intended for you:”

What then follows is what you have written. Although a link is provided, there is no reference to the details of the original request so it is best to include some of this in your thank you, again to help the donor identify the request he/she gave to without them having to click back to the request. For example: 'Thank you for my new washing machine. It has made a great difference' would fall short of the information required. Much better to say: 'Thank you so much for my new washing machine. As a single mother of 5 children it has been really difficult to keep up with the washing since my previous machine broke, especially as the launderette is too far to go to with children. Having a new washer has made a huge difference. Thank you so much.'

4. Write naturally, either from your own perspective or directly from the applicant. Imagine meeting the donor and what you might say to them on hearing that they had given to the request.
5. Please bear in mind that whilst donors do not know the church or charity their money is going through, they do know the location of the request they are giving to. If a donor gives to 4 or 5 different requests, all in different locations, and only

gets one thank you, say from Hull, they are more likely to give to Hull requests in the future. It is in your own benefit to make the time to write these thank you messages. The emails come to us first to be edited (if necessary), authorised and sent, but of course the less editing we need to do, the quicker they will go out! It is also in your own benefit to get them done quickly because the request will still be fresh in their mind. Sometimes donors really connect to an applicant and ask if they can do more to help!

Still have questions?

If you have any questions that have not been answered in these guidelines, or if anything remains unclear, please do not hesitate to contact us on admin@acts435.org.uk

Additionally, we also operate a “Buddy Scheme” to help support new Advocates. Please see Appendix 4 for more information on this. Understanding how another Acts 435 church engages with those in need may help you see what you can do in your local area.