



MISSION MANAGERS

## Email 1: The Close-the-Loop Thank You

**Subject:** Eid Mubarak and Thank you for what you made possible

**Body:** Eid Mubarak, [First Name].

Ramadan moved fast this year, and I wanted to take a moment before we fully move into the rest of the year to say thank you, properly, for your gift during [Month/Year].

Because of donors like you, [Organization Name] was able to [one specific outcome, for example: distribute Zakat-eligible food packages to 210 families across three cities before Eid]. That happened because someone gave, and this year that someone was you.

I do not have final numbers to share yet, program totals take a few weeks to confirm, but I wanted you to hear from us directly before the next campaign season, not just when we need something.

More to come soon on how the full campaign performed.

With gratitude,  
[Name / Title]  
[Organization Name]





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## Email 2: The Impact Snapshot

**Subject:** Here is what your Ramadan gift actually did

**Body:** Hi [First Name],

A few weeks ago I promised to follow up once we had final numbers from this year's Ramadan campaign. Here they are.

This year, [Organization Name] raised [\$ amount] during Ramadan, which allowed us to [2-3 specific outcomes: number of families reached, cities or regions served, program milestones hit]. Of that total, [Zakat-specific note if applicable, for example: \$[amount] was tracked separately as Zakat and disbursed only to Zakat-eligible recipients per our distribution policy].

One story that stood out this year: [2-4 sentences on a specific family, location or program moment, named as specifically as your privacy policies allow].

None of that happens without donors deciding to give during a month when a lot of organizations are asking for the same thing. Thank you for choosing to give here.

[Name / Title]

[Organization Name]





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### Email 3: The Bridge to What Comes Next

**Subject:** What we are working on next and where things stand

**Body:** Hi [First Name],

It has been a few months since Ramadan, and I wanted to check in one more time before the year gets busier.

[1-2 sentences on what the organization is currently working on, tied loosely to what the Ramadan gift funded, for example: the food distribution program you supported in [Month] is now expanding into [new location or phase].]

We are also putting together a full mid-year impact report that goes further into the numbers than I can fit in an email. [If live] You can read it here: {{INTERNAL LINK: link to The July Audit mid-year impact report article once ready}}

If you ever want to be part of what we are building on an ongoing basis rather than campaign by campaign, we do have a monthly giving option, no pressure either way, just wanted you to know it exists.

Thank you again for being part of this year's Ramadan campaign. We do not take it for granted.

[Name / Title]

[Organization Name]

