



Donor Language Phrase Refresh

The words we use shape how donors feel. This cheat sheet helps you shift from outdated, transactional language to warm, modern, connection-centered messaging that builds trust and momentum.

Try Saying This Instead of That:

- INSTEAD OF: "We need your support to keep our doors open."

TRY: "Together, we can keep this vital community space thriving."

- INSTEAD OF: "We're writing to ask for a donation."

TRY: "We're inviting you to be part of what comes next."

- INSTEAD OF: "Your gift helps us cover costs."

TRY: "You're making stories like this possible."

- INSTEAD OF: "We rely on generous donors like you."

TRY: "You are part of the reason this work is possible."

- INSTEAD OF: "Your donation will go a long way."

TRY: "Here's the difference your gift can make today..."

Fill-in-the-Blank Donor Phrases:

- Because of you, _____.
- We couldn't have _____ without your help.
- You're helping us _____ in ways that matter.
- Thanks to your generosity, _____.
- Your commitment means _____ to those we serve.

💡 Pro Tip: Speak like a human. Write like you're talking to one person who truly cares. You don't need to sound formal to be professional — warmth builds connection.