

Dear [Donor's Name],

We hope this message finds you well. As a valued supporter of [Organization's Name], we want to take a moment to express our gratitude for your generosity and commitment.

Your continued support has made a significant impact on our mission to [briefly explain the mission]. We are currently conducting a donor loyalty assessment to understand better how we can enhance your experience and strengthen our relationship.

We would greatly appreciate it if you could take a few minutes to provide us with your thoughts on the following:

- Your overall experience with [Organization's Name].
- What motivates you to continue supporting us?
- Suggestions for improving our communication and engagement.

Please feel free to respond directly to this email or complete the attached survey by [insert deadline]. Your feedback is invaluable to us.

Thank you once again for your support and commitment. Together, we can make a difference!

Warm regards,

[Your Name]

[Your Title]

[Organization's Name]

[Contact Information]