

8 Free Donation Card Templates to Help You Raise More



TYPES OF DONATION CARDS

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WHAT ARE THE COMPONENTS OF EFFECTIVE DONATION CARDS?

No matter what cause you're fundraising for or which demographic you're appealing to, ensure you include these key elements in your donation card template:

- **Information about your nonprofit and the purpose of the card**
- **Appeals and calls to action specific to the purpose of the card**
- **A QR code or direct link to your giving page (for eCards)**
- **A return envelope to send payment information back to the nonprofit (for physical cards)**
- **A photo featuring your beneficiaries**
- **Specific instructions for how to donate**
- **Thanks for their support**
- **Your nonprofit's brand components, like your logo and color scheme**

While creating your card, aim to make it as user-friendly and visually appealing as possible. Not only will a streamlined card design facilitate the donation process, but it will also come across as professional and boost the chances of retaining the recipient as a recurring donor.

DONATION CARD TEMPLATES

Before we get into the front part of a donation card, let's discuss the standard appearance of the back of the card that recipients can send back to make a gift. It should have these basic information fields:

- **Donor information, such as name, address, phone number, and email**
- **Preferred contact method**
- **Donation amount checkbox or blank space**
- **Payment information, with options for check and credit card**
- **Signature field**

Each donation card will vary depending on the nonprofit and its needs, so ensure you're asking for the most relevant information. Now, let's take a look at our templates for all types of donation cards so you can start to tailor your own:

GENERAL DONATION CARD TEMPLATE

[Front of the card]

- Organization's logo
- A compelling image that's relevant to your cause

[Heading] Change a life today!

[Body] Dear [recipient],

By supporting [nonprofit's name], you're sustaining our crucial work in [mission focus area]. With a donation of just [\$ amount], you can provide [corresponding impact]. Help us make a lasting difference in our community and change lives for the better. We can't achieve our goals without you, and we deeply appreciate your commitment to our purpose.

Thank you,

[officer signature]
[nonprofit's name]

Key takeaway from this donation card template:

When you aren't marketing a specific cause, it's even more important to evoke your mission and demonstrate the impact of a donation in tangible terms. Ensure you use numbers to highlight the real effects of contributing so donors understand how their gift will be used.

EVENT-SPECIFIC DONATION CARD TEMPLATE

[Front of the card]

- Organization's logo
- A compelling image that represents the event, such as a ballroom for a gala
- Your event's branding [if applicable]

Heading: [Write a catchy tagline that's relevant to the event]

Body:
Dear [recipient],

[Nonprofit's name] invites you to join us at [event name] on [event date] in order to [briefly explain the purpose of the event].

Your generous contribution of [cost of the ticket, if applicable] empowers our beneficiaries to thrive. If we hit our goal of [\$ amount], [briefly explain the impact of the event in tangible terms].

Let's come together to enjoy [briefly explain what attendees will be doing at the event] while pursuing our purpose.

Thank you, and we sincerely hope to see you at [event name].

[officer signature]
[nonprofit's name]

Key takeaway from this donation card template:

This donation card functions partially as an event invitation and partially as a RSVP card. Tailor your own donation card to reflect the event's formality and theme. For instance, if you're sending a donation card for a casual potluck, you can have a more laid-back tone of voice, whereas you should maintain a formal approach for black-tie events.

CAMPAIGN-SPECIFIC DONATION CARD TEMPLATE

[Front of the card]

- Organization's logo
- A compelling image that represents the campaign
- Your campaign's branding [if applicable]

Heading: Stand With Us To [achieve campaign goal]

Body:
Dear [recipient name],

Each of us holds the power to make a difference in the lives of [beneficiaries]. With a donation of just [\$ amount], you can provide [corresponding impact] and get us closer to our overall goal of [\$ amount]. Your support isn't just about making a donation — it's about standing together to make the world a better place, one campaign at a time. Join us in our fight to [action related to the campaign's purpose].

We appreciate your passion for our cause, and we look forward to working side-by-side.

Key takeaway from this donation card template:

By using phrases like “stand with us,” this donation card humanizes the nonprofit professionals on the other side of the card and makes the appeal feel more personal. Using inspiring language in this card helps the donor feel empowered to contribute to the larger goal. Also, by providing a suggested donation amount, the card facilitates the decision-making process for the recipient.

RECURRING DONATION CARD TEMPLATE

[Front of the card]

- Organization's logo
- A compelling image that's relevant to your nonprofit's mission or the recurring giving program
- Your recurring giving program's branding [if applicable]

Heading: Become a [recurring giving program participant] today!

Body:
Dear [recipient]

Your support for our nonprofit inspires us and empowers us to pursue mission-critical activities. Your previous donation of [\$ amount] allowed us to [corresponding impact], and we couldn't be more thankful. Now, we humbly invite you to become a valued member of our [recurring giving program] community, which provides the sustained support we need to give back. Plus, by joining today, you get access to [exclusive benefits].

We look forward to hearing from you and sincerely hope to welcome you into our [recurring giving community].

Thank you again for your support,

[officer signature]
[nonprofit's name]

Key takeaway from this donation card template:

Since this card is being sent to an existing donor, it's crucial to highlight the impact of their previous contributions and how they can magnify their impact. Also, ensure you highlight the unique benefits of joining the recurring giving community to further entice the donor to join. This card should feel like an invitation to join an impactful inner circle, which makes the donor feel special.

MATCHING GIFT DONATION CARD TEMPLATE

[Front of the card]

- **Organization's logo**
- **A compelling image that's relevant to your nonprofit's mission or campaign**

Heading: Supercharge Your Impact With Matching Gifts

Body:

Dear [recipient],

We're excited to share that, as an employee of [company name], you can magnify your impact on our cause by submitting a matching gift request form. [Employer] has pledged to match its employee's charitable contributions at a [matching ratio] ratio. To start leveraging this valuable opportunity, visit our online donation page or visit your employer's corporate giving website.

We sincerely thank you for your support and look forward to making a larger impact together.

[officer signature]
[nonprofit's name]

Key takeaway from this donation card template:

This card is different from the others because it's more focused on generating awareness of corporate responsibility programs than it is on promoting a specific cause. However, the end result is the same: yielding more donations for the nonprofit. So, be creative and leverage donation cards to promote all sorts of revenue-generating opportunities for your organization!

PLANNED GIVING DONATION CARD TEMPLATE

[Front of the card]

- Organization's logo
- Compelling image related to planned giving

Heading: Your Legacy at [nonprofit's name]

Body:
Dear [recipient],

Your generous support empowers us to pursue our purpose of [nonprofit's mission]. Now, there's a way to expand your impact even more. By including [nonprofit's name] in your estate plan, you can secure your legacy and leave a lasting impact on [nonprofit's beneficiaries] for generations to come.

For more information or to get started, please contact [development officer]. We thank you for your commitment to our cause and would be honored to be a part of your legacy.

[officer signature]
[nonprofit's name]

Key takeaway from this donation card template:

Planned giving and estate planning are delicate topics, so your donation card should treat them with respect. Don't mention death verbatim, and instead, focus on the recipient's ability to make a lasting impact on your beneficiaries. Staying optimistic is crucial, no matter what appeal you're making, but especially when planned giving is involved.