GalaBid

FREE TEMPLATE PACK

Charity Raffle Thank You Emails

Five ready-to-send templates for the 48 hours after your draw: winners, non-winners, your full list, prize donors and volunteers, plus the impact line that makes all five of them land.

GET STARTED

How to Use This Pack

The raffle is drawn, the winners are celebrating and the funds are in. What you send in the next 48 hours decides whether this was a one-off transaction or the start of a supporter relationship.

A good thank you email costs nothing, takes minutes to send, and is the single most reliable way to turn this year's ticket buyers into next year's. Five templates follow, covering every audience you need to reach. Copy them, personalise the bracketed fields, and send.

If your platform already notifies winners at the moment of the draw, your thank you email is a follow-up rather than the official notification. That takes the pressure off and lets you focus on gratitude and impact.

You'll Find

1. **Who gets what, and when**
2. **Five ready-to-send templates with subject lines**
3. **The impact line formula, with weak and strong examples**
4. **A checklist of what to have ready before you write**
5. **A send plan worksheet**
6. **The one claim to avoid making about ticket purchases**

Five Rules for Raffle Thank You Emails

✓ **Lead with the total and the impact.** Not with your organisation. Supporters gave to the cause, so show them what the cause gained.

✓ **Send within 48 hours.** Gratitude has a half-life.

✓ **Never treat non-winners as losers.** No "unfortunately", no "sorry". They funded the result, so frame it that way.

✓ **Name your prize donors in the wide-list email.** Public recognition is the cheapest sponsor benefit you can offer, and the one they value most.

✓ **Plant one seed for next time.** A single line about the next campaign, or a "join our list" link, is enough. Resist turning a thank you into a pitch.

Before You Send: A 60-Second Check

- ☐ Is the total raised confirmed, and do I know if it is gross or net?
- ☐ Does the first line lead with the total and the impact, rather than with us?
- ☐ Have I removed every "unfortunately" and "sorry" from the non-winner email?
- ☐ Are all sponsor names spelled exactly as they want them?
- ☐ Do I have permission to name the winners?
- ☐ Is the results or winners page link live and correct?
- ☐ Is the prize donor email going out individually, not in bulk?
- ☐ Have I avoided calling a ticket purchase a donation, or promising a tax receipt for it?

THE PLAN

Who Gets What, and When

Five audiences, five different jobs. The only one most organisations skip is the second, and it is the one that matters most, because non-winners are the majority of your list and how you treat them decides whether they buy again.

Audience	Template	Send within	How to send	Its one job
Winners	1	48 hours	Bulk, segmented	Congratulate, then thank. Keep prize logistics in a separate email.
Everyone who did not win	2	48 hours	Bulk, segmented	Make them feel they funded the result, not that they lost
Your full list	3	48 to 72 hours	Bulk, everyone	Close the loop publicly and name your prize donors
Prize donors and sponsors	4	48 hours	Individually, one at a time	Warm up next year's ask, and copy in your board chair where it was significant
Volunteers	5	Within a week	Individually where you can	Make them want to come back next time

Short on time? Send template 2 first. It reaches more people than any of the others.

One Claim to Avoid

Do not promise a tax receipt for a ticket purchase. *A raffle ticket buys a chance to win, so it is generally not treated as a deductible donation. Thank people warmly for their support, but do not describe a ticket purchase as a donation or offer a receipt for it without checking the rules that apply where you are.*

THE TEMPLATES

The Five Emails

Copy these as they are, then swap in your own totals, names and dates. Each one gives you two subject lines to choose between.

TEMPLATE #1

Thank You to Raffle Winners

Send within 48 hours of the draw, to your winners only

Subject A: *"You won! Thank you for supporting **[Organisation]**"*

Subject B: *"Congratulations **[First Name]**, and thank you"*

Hi **[First Name]**,

Congratulations again on winning **[Prize]** in our raffle! You should have already received your winning ticket confirmation, and we will be in touch shortly with details on **[collecting/receiving]** your prize.

More importantly, thank you. Your support helped us raise **[Total Raised]** for **[cause/project]**, which means **[one sentence of concrete impact]**.

Enjoy your prize, you have more than earned it.

With thanks,

[Name], **[Role]**

[Organisation]

TEMPLATE #2

Thank You to Participants Who Did Not Win

Send within 48 hours. This is the email most organisations skip

Subject A: *"Thank you **[First Name]**, here is what you helped us achieve"*

Subject B: *"No prize this time, but a big result for **[cause]**"*

Hi **[First Name]**,

Our raffle has been drawn, and while your ticket was not among the winners this time, we did not want the moment to pass without saying thank you.

Together, our supporters raised **[Total Raised]** for **[cause/project]**. Because of you, **[one sentence of concrete impact]**.

The full list of winners is available on our raffle page: **[link]**.

We hope you will join us again next time. Until then, thank you for backing **[Organisation]** when it counts.

With thanks,

[Name], **[Role]**

TEMPLATE #3

Results Announcement to Your Full List

Send 48 to 72 hours after the draw, to everyone on your list

Subject A: *"The results are in: **[Total Raised]** for **[cause]**"*

Subject B: *"You did this: **[Organisation]** raffle results"*

Hi **[First Name]**,

Last **[day]**, we drew the winners of our **[Raffle Name]**, and we are thrilled to share the result: together we raised **[Total Raised]** for **[cause/project]**.

That means **[two or three sentences of concrete impact: what the money funds, who benefits, and when]**.

Congratulations to our winners, and enormous thanks to everyone who bought a ticket, shared the campaign or cheered from the sidelines.

A special thank you to the local businesses who donated our prizes: **[Sponsor names]**. Please support them as they have supported us.

[Name], **[Role]**

TEMPLATE #4

Thank You to Prize Donors and Sponsors

Send within 48 hours, individually, never as a bulk email

Subject A: *"Your prize helped us raise [Total Raised]"*

Subject B: *"Thank you from everyone at [Organisation]"*

Hi **[First Name]**,

Our raffle has wrapped up, and I wanted to write to you personally. The **[Prize]** you donated was one of the stars of the campaign, and it helped us raise **[Total Raised]** for **[cause/project]**.

[Winner first name] from **[town/suburb]** was the lucky winner and was absolutely delighted.

We recognised **[Business Name]** on our raffle page, **[and in our results email to [number]** supporters / on our social channels]. If it would be useful, we would be glad to share a photo or post you can use on your own channels too.

Thank you for standing behind **[Organisation]**. We could not run campaigns like this without partners like you.

Warm regards,

[Name], **[Role]**

TEMPLATE #5

Thank You to Volunteers

Send within a week, individually wherever you can

Subject A: *"Thank you, [First Name]"*

Subject B: *"We could not have done it without you"*

Hi **[First Name]**,

The numbers are in: our raffle raised **[Total Raised]**, and a big share of that is down to you. **[Specific contribution, for example "the tickets you sold on the night added up to [amount]"** or "your table visits kept sales moving all evening"].

Thank you for giving your time and energy. Volunteers like you are the reason **[Organisation]** can do what it does.

We would love to have you back for **[next event]**. No pressure, but the team would not be the same without you.

[Name], **[Role]**

THE HARD BIT

Writing the Impact Line

Every template above has a bracketed field asking for one sentence of concrete impact. It is the hardest field to fill and the one that does the most work, because it is the only part of the email that tells a supporter what their money actually did.

> **The formula:** [The money] funded [a specific thing] for [specific people], [by when].
>
> Worked example: "Your tickets funded 240 hot meals at the shelter this winter."

Weak Versus Strong

Instead of this	Write something like this
"Your support makes a real difference"	"Your tickets funded 240 hot meals at the shelter this winter"
"Every dollar helps our work"	"The total covers a full term of after-school tutoring for 18 children"
"Thank you for supporting our cause"	"This paid for the minibus repairs, so the team gets to every away game this season"
"Funds will go towards our services"	"We can now keep the clinic open on Saturdays until June"
"We raised a fantastic amount"	"We raised [Total Raised], enough to run the holiday club for another year"

Five Tests for Your Impact Line

- ✓ **Name a number and a thing.** "240 meals" beats "hundreds of meals", and both beat "a real difference".
- ✓ **Use the past or present tense.** "This paid for" lands harder than "will go towards".
- ✓ **Pick one outcome, not three.** A single vivid result is more memorable than a list.
- ✓ **Say when.** "This winter", "next term", "by June" makes it real.
- ✓ **Keep it to one sentence.** The templates all have room for exactly one.

GET READY

What to Have Ready Before You Write

Gather these first and all five emails take minutes. Chase them afterwards and the 48 hours will be gone.

- ☐ The confirmed total raised, and whether you are quoting gross or net
- ☐ The winners' first names and towns, with permission to name them
- ☐ The full prize list, matched to which sponsor donated what
- ☐ Your sponsors' business names, spelled as they want them written
- ☐ The link to your results or winners page
- ☐ One impact sentence, signed off by whoever owns the numbers
- ☐ Your segmented lists: winners, non-winners, full list, prize donors, volunteers

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Your Send Plan

Fill this in on the day of the draw

Draw date: [ ] Send deadline (draw plus 48 hours): [ ]

Total raised: [ ] Gross or net: [ ]

Cause or project the money funds: [ ]

Our one impact sentence: [ ]

Winners we have permission to name: [ ]

Prize donors to thank individually: [ ]

Who sends the bulk emails: [ ] Who sends the personal ones: [ ]

PRO TIPS

Tips That Turn Thanks Into Next Year

- ✓ **Send the non-winner email first.** It reaches more people than all the others combined.
- ✓ **Copy your board chair on big sponsor thank-yous.** It signals that the donation mattered.
- ✓ **Offer sponsors a photo or a ready-made post.** It costs you nothing and they will use it.
- ✓ **Keep prize logistics in a separate email.** Mixing collection details into a thank you dilutes both.
- ✓ **Plant one seed, and only one.** A "join our list" link is enough.
- ✓ **Log everything now for next year.** Who donated what, who volunteered, and what the total was.

Pull Your Lists in Minutes

Separating winners from everyone else is the only fiddly part of this sequence. When the raffle runs on GalaBid, it is a filter rather than a manual cross-check:

- ✓ Winners notified instantly via email or SMS, drawn by a secure random draw system
- ✓ Digital tickets delivered instantly via email or SMS
- ✓ Participant and winner reporting, so your two lists separate cleanly
- ✓ No mark-up on Stripe fees, ever. See pricing for your region

SIGN UP NOW →

SEE RAFFLE FEATURES →