

Transactional

Proposed block-by-block structure for the LUkraine transactional e-mail — payment receipt and membership confirmation — and the legal constraint that governs it.

Status: proposal — not yet built Width: 600 px Type: Raleway / DM Sans

Doc: 260908_LUK_Email-Blueprint_Transactional_EN v1.0

About the photographs. Every image below is a real LUkraine photograph taken from ukraine.org and used here only to show what the block does at real size. They are *examples, not the final artwork*: each carries a “replace” caption, and every one was chosen against the Dóchas Code of Conduct — work, participation and agency, never distress, no identifiable child. The Transactional template carries no image at all, and that is a decision, not an omission.

02 Transactional

LUK_Transactional_EN_v1.0 DnD · two variants

The hard constraint. This template runs on a different legal basis — contract and legal obligation, arts. 6(1) (b) and (c) GDPR — which is why it reaches people who have opted out of marketing. *The moment it carries an ask, it loses that basis.* No donate button, no campaign promo, no event push. One neutral preference link, nothing more. The tax certificate is deliberately out: it is a separate annual document.

1 Your donation is confirmed — reference and amount inside.



2 **Thank you, `*|FNAME|*` — your donation is confirmed**

Plain confirmation. No campaign language, no second story.

3 **YOUR TRANSACTION**

Amount	<code>* AMOUNT *</code>
Date	<code>* PAYMENT_DATE *</code>
Reference	<code>* PAYMENT_REF *</code>
Method	<code>* PAYMENT_METHOD *</code>
Type	DON – one-off / PA – monthly

4 **WHAT HAPPENS NEXT**

One sentence on where the money goes. Statement, not solicitation.

5 **MEMBERSHIP VARIANT — REPLACES BLOCKS 3 AND 4**

Member number	<code>* MEMBER_ID *</code>
Period covered	<code>* MEM_START * → * MEM_END *</code>
Status	MEM – active

Plus: what membership entitles you to, and the renewal date. Statutory rights, not benefits marketing.

6 **QUESTIONS**

A named mailbox that exists and is monitored. A receipt that bounces is worse than no receipt.

7 Neutral preference link only. “Manage what you hear from us” — never “subscribe to our newsletter”, which would turn this into prospecting.

8 LUkraine asbl · R.C.S. Luxembourg F9931 · 33, Bvd Prince Henri, L-1724 Luxembourg
This message documents a transaction. It is sent regardless of marketing preferences.

1 Preheader

Confirmation plus reference. People search their inbox for this later.

2 Confirmation headline

Thanks and confirms in one line. The gratitude lives here; the ask does not exist in this template.

3 Transaction table

Amount, date, reference, method, type. Merge tags come from the field register — no field is invented here. Depends on the Stripe → Mailchimp bridge being deployed.

4 Where it goes

One sentence. A statement of use, which is not a solicitation.

5 Membership variant

Same template, swapped blocks: member number, period covered, status, renewal date, statutory rights.

6 Contact

A real monitored mailbox — verified in Workspace before the template ships.

7 Preference link **NO ASK**

Neutral wording only. This single block is what keeps the legal basis intact.

8 Legal footer

Art. 20(1) block, plus a line explaining why this message arrives even to people who opted out of marketing.

No images, on purpose. A receipt is a document, not a communication piece. A hero photograph here pushes the transaction data below the fold and makes the message read as marketing — which is exactly the reading that would cost it its legal basis.

Not in this template: the annual tax certificate. It is a separate document, and the deductibility prospecting journey must never sit inside it.

Where each rule comes from

RULE	SOURCE	STATUS
Narrative order Need → Response → Proof → Human impact → Trust → Opportunity → Action; one human-impact moment; concrete ask; trust stated with facts	LUkraine Visual Communication System (house rule)	Verified
Dóchas Code of Conduct on Images and Messages; impact is not suffering	LUkraine Visual Communication System	Verified
Never invent a cost-per-beneficiary; a “+” stays a “+”; every figure carries its period	LUkraine data-integrity rules	Verified
One ask per email; specific amounts tied to outcomes; brief body, detail on the landing page; signed by a person	Bloomerang, 10 steps to a successful fundraising email	Verified 8 Sep 2026
Emergency appeal: urgency first, beneficiary impact never organisational shortfall, one story, restate the ask, stay brief and honest	Get Fully Funded, 9-point emergency appeal template	Verified 8 Sep 2026
Donation request = direct prospecting, art. 11(1); three lists, three legal bases; transactional survives a marketing objection only if it carries no ask	Amended law of 30 May 2005 art. 11; WP29 Opinion 5/2004 §3.3; CNPD	Verified
Legal block in every send; signatory personally liable if missing	Law of 7 August 2023 on asbl, art. 20(1)–(2)	Verified
Deductibility: ACD list, €120 aggregate minimum, 20% cap	Arts. 109 and 112 LIR	Verified · re-check the ACD list before each send
2,000+ tonnes of aid · 3,000+ medical evacuations · 100+ rescue vehicles, cumulative since 2022	LUkraine asbl, as recorded in the approved press template	Verified
Public-utility status, grand-ducal decree of 22 May 2023 · BDO unqualified opinion on the 2025 accounts	LUkraine Visual Communication System	Verified
71% of monthly donors still active at 12 months vs 24% of new one-off donors	M+R Benchmarks 2026, fundraising	Verified

RULE	SOURCE	STATUS
Amount ladder values and equivalences for a specific campaign	—	To verify · set per campaign in the briefing

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Prepared 8 September 2026. Proposal for approval by the Operations Director. Figures carry their source and period; anything unsourced is marked [To verify].