Thank you page and confirmation email swipe file

12 thank-you messages and eight confirmation emails, by form type. Copy, swap the details, publish.

How to use this swipe file

Swap everything in {curly braces} for your own details.

@First name, @Role and @Guests stand for earlier answers. In the HornetForms editor, type @ in the thank-you text and pick the question. @Estimate stands for a calculated field.

In the emails, @Form title and @Submission ID come from the insert menu. Pick them there instead of typing them.

Text in [square brackets] followed by (a link) is a link. In an email, type it exactly that way with your real address in the round brackets. On a thank-you screen, make the words in square brackets a link in the editor.

What every thank you page needs

- Say it worked. A clear heading such as "Application received" beats a lone "Thanks!".
- Say what happens next, and when: a day, a date or a number of working days.
- Give a way to reach you: an email address or a phone number.
- Offer one useful next step: a link, a video, a map or a booking calendar.
- Match the screen to the answer: a named ending for each path that needs its own words.
- Only promise an email if you turned on the confirmation email and chose the email question.
- Test every ending and the email on your own phone before you share the form.

EPA, Web Standard: Thank You Page: "For every form, there should be a follow-up page thanking the reader for submitting the information and offering links to continue browsing." https://www.epa.gov/web-policies-and-procedures/web-standard-thank-you-page (read 28 October 2026)

GOV.UK Design System, Confirmation pages: "Confirmation pages reassure users that they have completed a transaction and helps them understand what to expect next." https://design-system.service.gov.uk/patterns/confirmation-pages/ (read 28 October 2026)

What a HornetForms thank-you screen can hold

Headings, text (bold, italic, underline, colors and links), bulleted and numbered lists, images (with alt text, an optional caption and an optional link), dividers and embeds (YouTube, Vimeo, Loom, Calendly, Google Maps).

Make each call to action a text link or a linked image. Give a linked image alt text that says where it goes.

Add screens with the "Thank-you page" and "Ending page" entries in the / menu. A form can have up to 20 endings, and a logic jump can send people to a named ending.

A thank-you screen left empty shows the default thank-you message.

12 thank-you messages

1. Contact form

Heading: Thanks, @First name. We've got your message.

We reply to every message within one working day, and usually sooner.

If it can't wait, call us on {phone number}.

While you wait: [Read the answers to common questions]({FAQ page link})

Add: Pipe the first name with @. The FAQ line is a text link.

2. Quote request

Heading: Your quote request is in

Based on your answers, a rough estimate is $@Estimate.

This isn't a final price. We'll check the details and email you a written quote within two working days.

Add: @Estimate is a calculated field (for example rooms times price per room). Say clearly that it is a rough number.

3. Event registration

Heading: You're registered for {event name}

See you on {date} at {time}, at {venue}.

Doors open at {time}. Bring {what to bring}.

[Add it to your calendar]({calendar link})

Add: Add a Google Maps embed of the venue under the text.

4. Call or consultation request

Heading: One more step: pick a time

Thanks, @First name. Choose a time below for your free 15-minute call.

Can't find a time that works? Email {email address} and we'll find one.

Add: Add a Calendly embed below the text, so people book without leaving the page.

5. Job application

Heading: Application received

Thanks for applying for the @Role role. Here's what happens next:

1. We read every application by {date}.

2. If we'd like to talk, we'll email you to set up a call.

3. Either way, we'll let you know by {date}.

Add: Use a numbered list for the steps. Pipe the role the person chose with @.

6. Volunteer application

Heading: Thanks for offering your time

{Coordinator name}, our volunteer coordinator, will get in touch within {number} days.

In the meantime, read [what a first shift looks like]({page link}).

Questions? Email {email address}.

Add: Use a mailto link for the email address.

7. Donation

Heading: Thank you for your gift

Your support helps {one concrete thing your organization does}.

{Organization name} will send a written acknowledgment for your records by {date}.

Watch a one-minute thank-you from {director's name} below.

Add: Add a YouTube, Vimeo or Loom embed of a short video.

8. Download or lead magnet

Heading: Your {guide name} is ready

[Download {guide name} (PDF)]({file link})

We've also emailed you the link, so you can find it later.

Add: Add an image of the guide's cover and link it to the file. Alt text: "Download {guide name} (PDF)". Only promise the email if you turned on the confirmation email and chose the email question.

9. Customer survey

Heading: Thanks for the feedback

We read every answer.

Each month we pick one thing to fix, and we post what changed on [our updates page]({page link}).

Add: Keep it short. People just gave you their time.

10. Survey: low score ending

Heading: Sorry we let you down

Thanks for telling us. {Name}, our {job title}, reads every low score.

If you'd like a reply, email {email address} and mention the date of your visit.

Add: A named ending. A logic rule jumps people who give a low score to it, and everyone else sees example 9.

11. RSVP: yes

Heading: Great, see you there!

We've got you down for @Guests guests.

{Event name}, {date}, {time}, {address}.

If your plans change, email {email address}.

Add: A named ending for people who answer Yes. Pipe the guest count with @. Add a Google Maps embed.

12. RSVP: no

Heading: Sorry you can't make it

Thanks for letting us know.

We'll share photos after the event on [{page name}]({page link}).

Add: A named ending for people who answer No. A logic jump sends them here, so they skip the guest and meal questions.

Eight confirmation emails

How the confirmation email works in HornetForms

It starts switched off. Turn it on in the form's notification settings and pick the email question that holds the address. With no question chosen, nothing is sent.

Write your own subject (up to 200 characters) and body (up to 5,000 characters).

Formatting: **bold**, *italic*, a blank line between paragraphs, and links written as [text](url). Links can start with http, https or mailto, and they arrive clickable.

Unless the respondent verified their email with a code (email verification is on Pro and Business), the email can insert only the form title, the Submission ID and number calculations, never their answers. That's why these emails start with "Hi there".

The subject lines at a glance

Form	Subject
1. Contact form	We got your message
2. Quote request	Your quote request and a rough estimate
3. Event registration	You're registered: {event name} on {date}
4. Application	We received your application
5. Donation	Thank you for your gift to {organization name}
6. Download or lead magnet	Here's your {guide name}
7. Survey	Thanks for your feedback
8. RSVP	Your RSVP for {event name}

Email 1. Contact form

Subject: We got your message

Hi there,

Thanks for getting in touch through **@Form title**. We reply to every message within one working day.

If it can't wait, call us on {phone number}.

{Your name}, {business name}

Email 2. Quote request

Subject: Your quote request and a rough estimate

Hi there,

Thanks for your quote request. Based on your answers, a rough estimate is **$@Estimate**.

This isn't a final price. We'll check the details and send a written quote within two working days.

Questions before then? [Email us](mailto:{email address}).

{Your name}, {business name}

Email 3. Event registration

Subject: You're registered: {event name} on {date}

Hi there,

You're registered for **{event name}**.

When: {date}, {start time} to {end time}

Where: {venue and address}. [Get directions]({map link})

[Add it to your calendar]({calendar link})

Can't come after all? Email {email address} so we can give your place to someone else.

See you there,

{Your name}

Email 4. Application

Subject: We received your application

Hi there,

Thanks for applying. We've received your application through **@Form title**.

Your Submission ID is @Submission ID. Keep this email, and quote the ID if you write to us about your application.

What happens next: we read every application by {date}, and we'll let you know either way by {date}.

{Your name}, {organization name}

Email 5. Donation

Subject: Thank you for your gift to {organization name}

Hi there,

Thank you for your gift. It helps us {one concrete thing your organization does}.

We'll send a written acknowledgment for your records by {date}.

[See what your gift does]({impact page link})

With thanks,

{Name}, {job title}

Email 6. Download or lead magnet

Subject: Here's your {guide name}

Hi there,

Thanks for asking for **{guide name}**. Here's your link:

[Download {guide name}]({file link})

Save this email so you can find the link later.

{Your name}

Email 7. Survey

Subject: Thanks for your feedback

Hi there,

Thanks for answering **@Form title**. We read every answer.

Each month we pick one thing to fix. You can see what changed on [our updates page]({page link}).

{Your name}, {business name}

Email 8. RSVP

Subject: Your RSVP for {event name}

Hi there,

Thanks for your RSVP. Here are the details to keep:

{Event name}

{Date}, {time}

{Address}. [Get directions]({map link})

If your plans change, email {email address}.

{Your name}