

5 Ways to Create a More Personal DONOR THANK YOU

People will forget what you said, people will forget what you did, but they will never forget how you made them feel.

-Maya Angelou

WHY IT'S IMPORTANT **TO THANK YOUR DONORS**



Of first time donors are being lost by some nonprofits on an annual basis¹



Of first time donors will not return to give again²



Of donors had a better recall of receiving a thank you letter than an appeal³

WHY DONORS DON'T GIVE AGAIN



- Not acknowledged for a previous gift
- Not asked to donate again
- Lack of communication about results

HOW TO CULTIVATE YOUR DONORS



- They must receive a timely and meaningful acknowledgment of their gift
- They must trust your organization to be a good steward of their funds
- They must understand the impact of their gift and what it helped accomplish

HOW TO CRAFT YOUR MESSAGE



- Make sure you give the donor credit for your excellent work. **Example**: "Your gift will help serve xx people." vs. "Your gift will help our organization serve xx people..."
- Create an emotional reaction with an excited, grateful and familiar tone. Example: "I can't begin to thank you enough for..."
- Assure your donors they made a wise investment. **Example:** "Your gift will go directly to..."

5 WAYS TO MAKE THANKING PERSONAL

HOW GRATITUDE KEEPS YOUR DONORS COMING BACK



1. Video

- Keep it authentic to your cause and mission
- Strive for short and in-the-moment videos
- Add to your donation thank you page

2. Social Media

- Showcase results and demonstrate impact
- Tag donors and/or create custom gratitude posts
- Have Executive Director or staff thank donors on Facebook Live or Instagram Stories





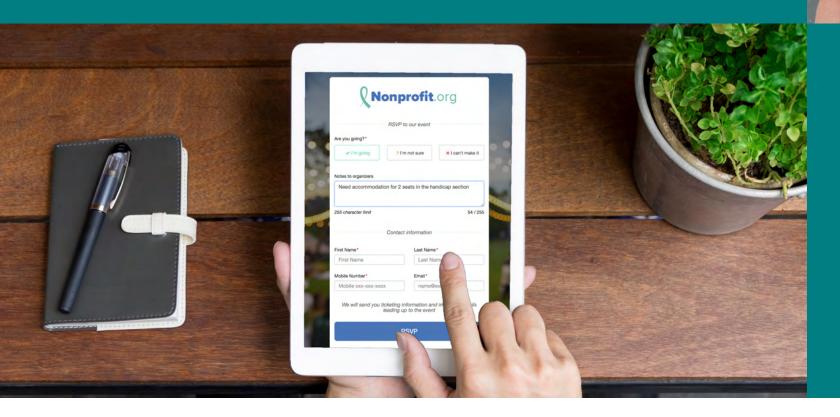
4. Giving Anniversaries

- Thank donors at their one year giving anniversary
- Acknowledge how many years they've given
- Thank donors on your organization's anniversary

3. Donor Spotlights

- Tell a donor's story and connection to your cause
- Embed a donor interview on your blog or website
- Share donor spotlights via social media and text messages





5. Plan a Celebration

- Can be a virtual hangout or an in-person gathering
- Add an exclusive donor-only celebration to an existing event
- Invite donors with an easy online RSVP that includes a field asking why they donated

Armed with these **5 ways of saying thanks**, you'll be on your way to cultivating long-lasting relationships with donors that inspires them to share your mission and continue to give again.



MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one strategy and with 24/7 customer support so you have it when you need it. MobileCause believes 100% of the donation should go directly to your cause, so we never charge a transaction fee. MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call (888) 661-8804 or visit mobilecause.com to request a demo.

SOURCES

- 1. <u>https://jcsocialmarketing.com/tag/donor-retention/</u>
- **2.** The 2018 Fundraising Effectiveness Report
- **3.** Gail Perry Fundraising Associates