

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

**90%**

Of first time donors are being lost by some nonprofits on an annual basis<sup>1</sup>

**80%**

Of first time donors will not return to give again<sup>2</sup>

**70%**

Of donors had a better recall of receiving a thank you letter than an appeal<sup>3</sup>

## 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



### 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

### 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



### 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](https://mobilecause.com) to request a demo.

#### SOURCES

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