4 a good cause

Donation Thank You Guide
12 ways to show donors your appreciation.

Holidays and annual giving campaigns are not the only time to thank donors for their support. Think of creating a year-long thank you program for donors. Doing so will show your gratitude on a consistent basis and form long-lasting relationships with donors.

1 **Thank you swag as an incentive for reaching P2P milestones**. Prompt your peer-to-peer giving campaign or event leaders with swag boxes and small thank-you gifts that can be collected if they reach a key team milestone, raise a certain amount of money or recruit the biggest team.

2 **Personal phone calls**. Establish a cadence to reach out personally to donors each month. A CRM can help track. Invite board members, leadership teams or those who benefit from your services to help make calls.

3 **Theme gift boxes**. For large donors, recurring donors or capital campaign thank yous, put together small gift boxes with items that match a theme—summer BBQ, spring cleaning, winter solstice, game night, etc. You don't need to spend a lot on these boxes, though they work well for donors of a certain giving level from a cost/donation ratio.

4 **Tagged social media posts**. It's likely that you won't be able to tag individual donors on social media, but you can tag companies that match gifts, partners or other businesses that give to your cause. Tag them each month as a shout-out.

5 **Birthday cards**. Anniversary cards work, too! You can track birthdays and anniversaries in your CRM and send out hand-written cards each month to donors. Likewise, a card sending service can also be looped in once you pull your CRM reports.

6 **Best [insert creative title here] awards**. Do you have donors who go the extra mile? Who always make you laugh? Who volunteer for everything? Hold a mock awards ceremony and send out donor awards. Ask peers for input and indeas.

7 **Personalized video messages**. You can send these via personal links in emails, on USB drives through the mail or, use them on your social media channels to highlight and recognize your donors on a regular basis. Staff or those who benefit from your services and whose lives have been impacted by your donors support are both good options for these videos.

8 **Invite-only happy hour or video chat**. A no-strings-attached event where your donors can mingle with key leaders or board members, tour your facilitiy or simply enjoy one another's company.

9 **Hand-written welcome cards**. These are great for donors of any size. Ask your executive director or advancement director to write personal 'welcome' cards to new donors each month. The card serves as a thank you and can also provide insight into what the donor can expect from your organization; make them feel part of the club!

10 **Congrats for an award or recognition**. Have your donors been in the news? Did they achieve something great? Did you see them working hard toward a goal? Send them a note of congrats and support.

11 **Donor welcome kit**. Same for new donors, put together a welcome kit with the latest issue of your newsletter, annual report, small swag items with your logo, an invite to your next event, etc. You're catching them up to speed while recognizing their gift.

12 **Article spotlights**. Use your blog, printed newsletter, podcast or e-newsletter as communication channels to highlight, interview and give kudos to your donors. Add them to your editorial calendar and make it all about them.

Don't forget!

Always thank your donors after they make a gift online by adding a thank you screen to your donation landing page. Customize your message at the top of the page and provide donors with pertinent information about their gift (date, amount, confirmation number). Be sure to give them the option to share their actions on social media, too!

Connect with us online!

4aGoodCause.com

About 4aGoodCause is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps.