

THANKING IN STYLE: HOW TO GIVE YOUR DONORS THE JOY THEY DESERVE

EXPERT: SARAH GODDARD



- 14 YEARS IN FUNDRAISING
- 3 HEAD OF FUNDRAISING ROLES.

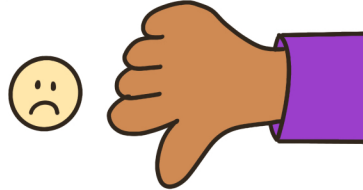


IMAGINE IF YOU GAVE SOMEONE THE BEST PRESENT EVER...

...OR SOMEONE BROUGHT YOU TEA AND BISCUITS WHEN YOU REALLY NEEDED IT.



...AND THEY DIDN'T THANK YOU PROPERLY. HOW WOULD YOU FEEL?



SAYING THANK YOU PROPERLY- AND HOW IT MAKES PEOPLE FEEL- IS SO IMPORTANT IN FUNDRAISING.

Joy is THE ONLY POSITIVE FOUNDATION EMOTION.
GREAT THINGS ABOUT JOY:



- IT COMBATS STRESS AND BOOSTS RESILIENCE.



- IT MAKES US FEEL CONNECTED AND INCLUDED IN OUR COMMUNITIES.

THINGS THAT CAN WORK:



- KEEP IT SHORT AND SWEET.



- TAKE OUT CORPORATE STUFF (E.G. "OUR REF")

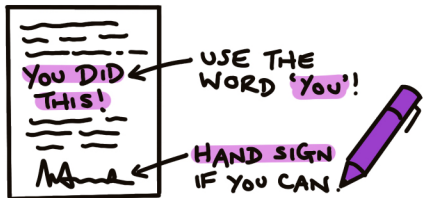


- YOUR GIFT IS "PRECIOUS"
- TALK ABOUT SPECIFIC IMPACT

EYES WILL GO STRAIGHT TO

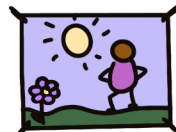
BOLD TEXT...

...SO USE IT FOR IMPACT STORIES.



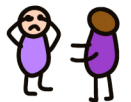
USE THE WORD 'YOU'!

HAND SIGN IF YOU CAN



INCLUDE PHOTOS IF YOU CAN.

CONNECT DONORS BACK TO WHY THEY GAVE IN THE FIRST PLACE.



RECOGNISE WHAT THE DONOR MAY BE GOING THROUGH.



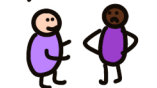
MAKE THE DONOR A HERO

TALK TO WHO YOUR DONOR IS



MAKE IT LOOK PERSONAL AND LIKE A REAL LETTER

YOUR THANK YOU LETTERS SHOULD NEVER HAVE...



- AN ASK FOR SOMETHING ELSE!



- MISTAKES.



- ANYTHING THAT MAKES IT LOOK LIKE A TEMPLATE.

SURPRISE AND DELIGHT YOUR DONORS.



← E.G. FREE CHOCOLATE BEING HANDED OUT.

WE CRAVE NOVELTY AND NEWNESS.



THINK ABOUT HOW YOU CAN SPRINKLE FUNDRAISING MAGIC.

SIMPLE WAYS TO SURPRISE DONORS:



- HANDWRITTEN ADDRESS WITH A REAL STAMP.



- HANDWRITTEN NOTES



- PHOTOCOPIES OF NEWS CUTTINGS



THINK ABOUT WHAT A PILE OF POST LOOKS LIKE AND HOW YOU CAN MAKE YOUR ENVELOPE DIFFERENT.

THE PHONE IS SO UNDER USED FOR FUNDRAISING.



THANK YOU VIDEOS CAN BE MADE ON YOUR SMART PHONE.



SEND A PERSONAL EMAIL.



A CARD, A POSTCARD, A NOTE WITH A PHOTO "JUST BECAUSE."

NEVER REPLY TO A GIFT WITH A RECEIPT.



VS.



RECEIPTS ARE **BORING!**

TOP TIPS- THINGS YOU CAN DO...

① REVIEW YOUR THANK YOU LETTERS



② SPRINKLE FUNDRAISING MAGIC



③ PICK UP THE PHONE

