

# 7 QUALITIES

## of a Good Donor Thank You Letter



### 1 IT ACTUALLY HAPPENS

Only 4 out of 10 donors say they always receive a thank-you letter after they make a donation... which means that the other 6 only get one sometimes or not at all.

*\*Source: The Christian Fundraising Consultancy*

### 2 IT'S PROMPT



First time donors who received a personal thank you within 48 hours were 4x more likely to give again. (That's a 400% improvement!)

*\*Source: Donor-Centered Fundraising, by Penelope Burk*

### 3 IT GETS RIGHT TO THE POINT

I skim, you skim, we all skim everything these days. Imagine the reader is going to spend four seconds glancing at your letter. Put the most important part of the message (the gratitude) at the top.



### 4 IT'S PERSONAL

Avoid Dear Donor or Dear Friend and hand sign it in non-black ink.

### 6 IT DOESN'T ASK FOR ANYTHING

Imagine you get a thank you note from a friend for the birthday gift you gave her... and it includes a request for next year's gift. T-A-C-K-Y!



### 7 IT TELLS HOW THE DONATION IS HELPING

Connect the gift to the mission. (You know, the reason people give in the first place!)



### CHECK OUT THIS GREAT EXAMPLE



January 31, 2019

Dear Franny,

You made my day!

Your gift will help mothers get a fresh start after being released from prison.

Thank you, thank you, thank you.

Thank you in partnership.

Yours in partnership,

Jane Jones

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