

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.



5 IT MAKES THE DONOR FEEL GOOD

A third of all donors who quit giving say they did so because they felt unappreciated.

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

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!)



4 IT'S PERSONAL

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

