



Nonprofit Tech Circle

Amazing Thank-You Letters



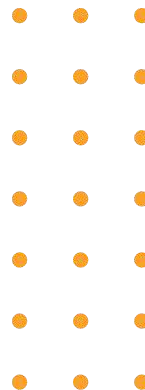


PCI Compliance

Support



SSO



Housekeeping 🧹

1

Ask questions. This should be as useful as possible for you and for your organization, so please use the Q&A box!

2

Please talk to me! I love seeing what you have to say during the session. Use the chat box to talk to me and each other.

3

Yes, we are recording this webinar! You'll receive an email tomorrow containing a link to this session, the slides, and a transcript. It'll also include links to some helpful resources!

Who Am I?

- 11+ years in the nonprofit tech industry
- Passionate about understanding what donors want from the nonprofits they support (and what orgs can do about it)
- Writer, speaker, and marketer with Neon One





**Do You Send Standalone
Thank-You Letters?**

Do you send standalone thank-you letters?



I am a thanking machine!



Not yet, but we're going to!

This Checklist Will Help

This QR code will take you to the download; I'll also drop a link in the chat.



Thank-You Letter Checklist

Sending your donors a great thank-you letter—separate from your receipt—is a powerful way to deepen their relationship to your organization and your work. Use this checklist as a reference next time you write a thank-you letter!

Design Elements

- ☐ The thank-you letter uses my organization's colors, fonts, logo, and other elements
- ☐ The picture(s) I've chosen will connect the donor to our work and community
- ☐ BONUS: The letter includes a picture of the author

Content Elements

- ☐ The letter's salutation uses the donor's actual name
- ☐ I sincerely thank the donor for their gift
- ☐ The letter includes a sincere thank-you message
- ☐ The thank-you letter includes an impact statement
- ☐ I've given my reader a next step or an opportunity to connect with my organization
- ☐ My thank-you letter includes a personal signature
- ☐ The email version of my thank-you letter includes:
 - ☐ A subject line that evokes positive emotions
 - ☐ Preview text that makes readers want to read the email

Technology Elements

- ☐ I've tested my email on multiple devices and email clients
- ☐ Any links included in my thank-you letter are correct
- ☐ The letter includes a sincere thank-you message
- ☐ My personalization tokens are working
- ☐ The workflow I've used to schedule my thank-you letter is correct



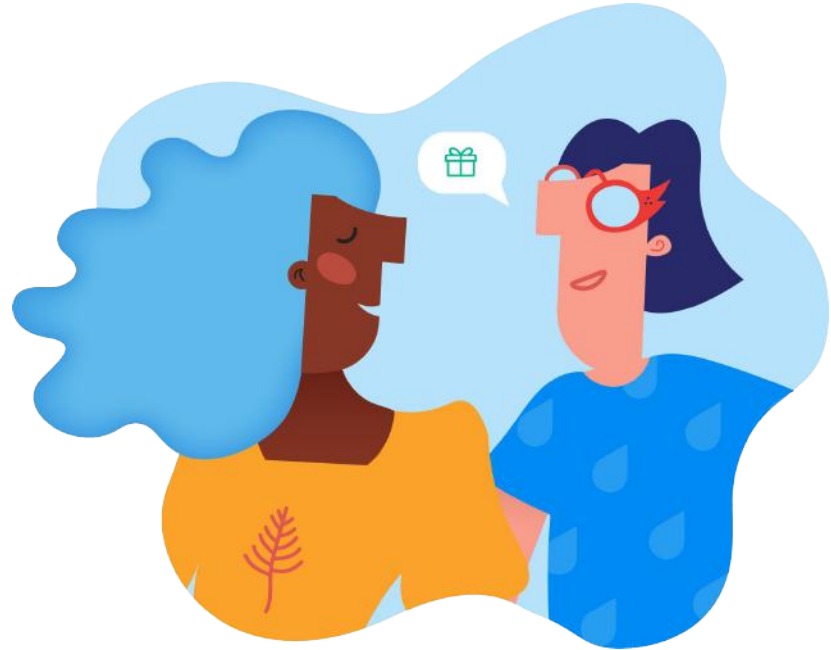
**Do I really need to send a
standalone thank-you letter?**

Yes!

According to IMPACTS Research, the top five reasons donors didn't give again include:

- **Not being acknowledged/thanked (#1!)**
- Not being asked to give again
- **Not understanding impact**
- ✨ Forgot they gave ✨
- ✨ Gave to a different organization ✨

A good thank-you letter can address at least two of these issues.





Elements of an Amazing Thank-You Letter

Write a great salutation!

When you use someone's name, you subtly reinforce your personal connection to them.

Have a creative fall-back!

Something like “Animal Hero” or “Conservation Champion” is more compelling than “Dear Friend” or “Valued Donor.”



Thank you!

From your friends at Agloe Food Bank

Hi, Abby,

When my daughter, Amelia finished third grade, I was really proud of her.

But I was also worried.

That year, Amelia got free lunches during the school year. That was a big deal! I'd been having a hard time finding employment after an illness, and my grocery budget was tiny.

I truly didn't know how I was going to feed my daughter. Or myself.

Then, a friend told me about Agloe Food Bank. They made sure Amelia and I had food through the summer—one of the volunteers even managed to get a cake for her birthday!

Write a sincere thank-you message!

Connect your reader to their gift's outcome. People-based stories are powerful here!

Writing tip: Pretend like you're writing to a person you know. Read your writing aloud. You'll be able to tell if you sound natural, and it can help if you get stuck.

When my daughter, Amelia finished third grade, I was really proud of her.

But I was also worried.

That year, Amelia got free lunches during the school year. That was a big deal! I'd been having a hard time finding employment after an illness, and my grocery budget was tiny.

I truly didn't know how I was going to feed my daughter. Or myself.

Then, a friend told me about Agloe Food Bank. They made sure Amelia and I had food through the summer—one of the volunteers even managed to get a cake for her birthday!

Today, things are much better. I don't have worry about where our next meal is coming from. Now, I'm a volunteer at Agloe myself, and I get to see firsthand the difference our community's generosity makes for our neighbors. So many people—including moms like myself!—are able to get the groceries they need because **our amazing supporters (that's you!) make it possible.**

I wanted to tell you myself that the gift you made last week really does make a difference. It makes a difference to the people who come here for food, to our volunteers, and to our staff. Especially me!

You did more than give \$40 last week. You gave someone peace of mind, too.

Thank you!

Make sure your reader understands their impact!

Be as specific as you can. People give through organizations and to people and causes they care about. Connect them with those people and causes.

When my daughter, Amelia finished third grade, I was really proud of her.

But I was also worried.

That year, Amelia got free lunches during the school year. That was a big deal! I'd been having a hard time finding employment after an illness, and my grocery budget was tiny.

I truly didn't know how I was going to feed my daughter. Or myself.

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Thank you!

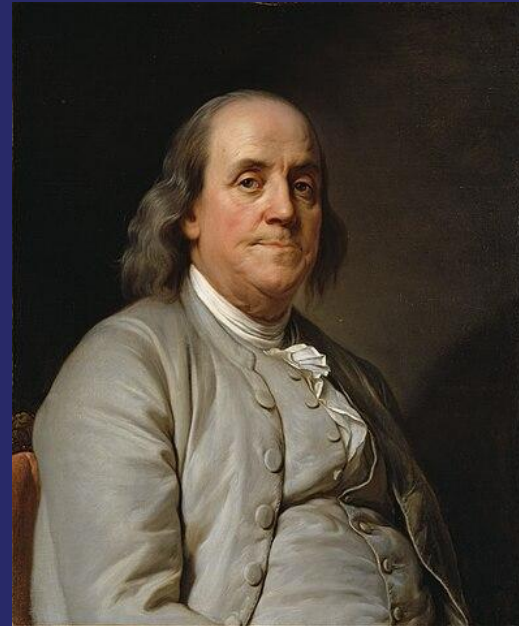
Give your reader a next step!

This is not the place to ask for another gift. But this is a great time to ask them to get involved in other ways.

Writing tip: Take advantage of The Ben Franklin Effect—ask them to do you a favor!

P.S. If you want to learn more about how your support makes a difference for other families in our neighborhood, follow us on Facebook or Instagram! We share tons of stories, and it's a good way to learn about events like our upcoming block party. Here's where to check it out.

[Facebook](#) | [Instagram](#)



Put some thought into your signature!

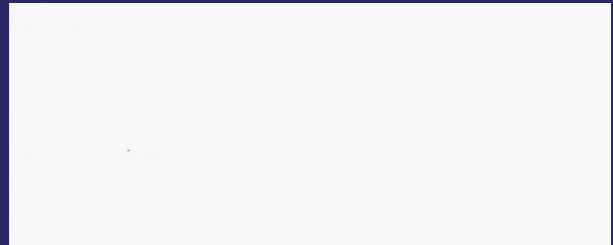
You established a connection with
your personal salutation.
Reinforce it with a personal
signature!

Try including a picture or other
elements that make the author of
the thank-you letter feel human.



Kayla Rodale

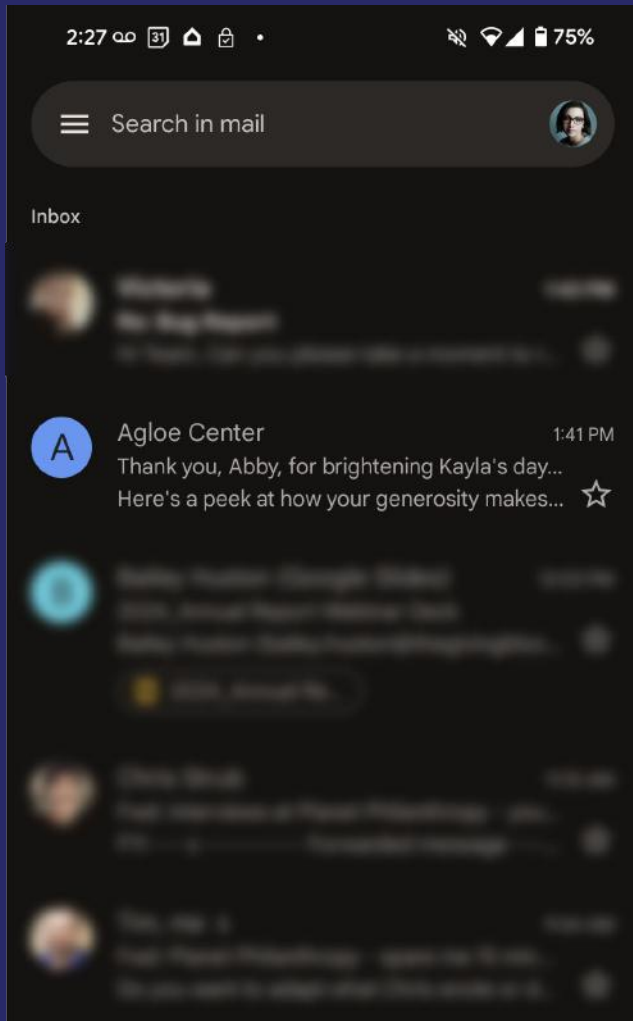
Volunteer | Agloe Food Bank



Spend time on your subject line and preview text!

Subject lines and preview text catch people's attention and helps them decide if they want to read your email or not.

Writing tip: Our research shows that subject lines that evoke positive emotions outperform those with negative or neutral sentiments.





5 Tech Tips to Make It Happen

Tip #1: Use personalization tokens in your salutation

This makes your thank-you letter feel like you wrote it for each individual that receives it.

Periodically spot-check your donors' records for misspellings and other slip-ups—it makes a difference!



Thank you!

From your friends at Agloe Food Bank

Hi, {{Constituent First Name}},

When my daughter, Amelia finished third grade, I was really proud of her.

But I was also worried.

That year, Amelia got free lunches during the school year. That was a big deal! I'd been having a hard time finding employment after an illness, and my grocery budget was tiny.

Tip #2: Use other tokens in other parts of your thank-you letter, too

Add someone's name to your subject line! Reference how much they donated last time! Celebrate how much they've given this year!

Everything you can do to add personal details will deepen their connection to your organization.

Email Subject *

Thank you, {{Constituent First Name}}, for bringing us {{Tokens}} 😊

🔍 You can type { to insert a token in your subject line.

Preview Text

Here's a peek at how your generosity makes a difference {{Tokens}} 😊

🔍 Preview text appears in the inbox after the subject line.

Cancel Save

I wanted to tell you myself that the gift you made last week really does make a difference. It makes a difference to the people who come here for food, to our volunteers, and to our staff. Especially me!

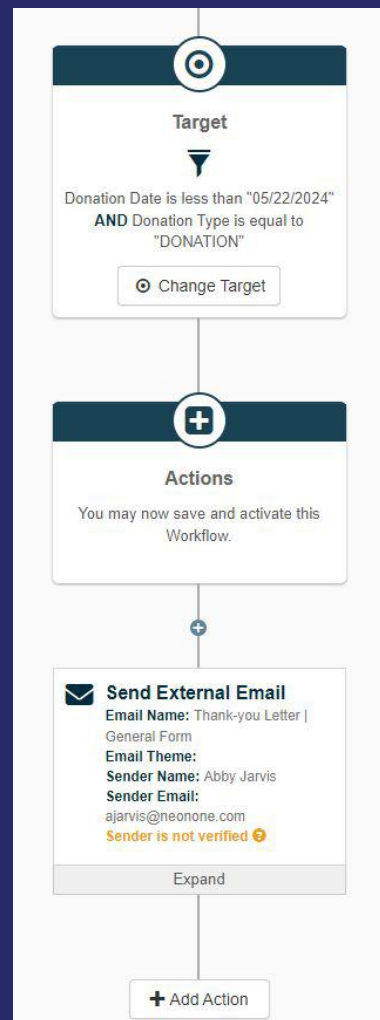
You did more than give {{Last Donation Amount}} last week. You gave someone peace of mind, too.

Thank you!

Tip #3: Automate what you can

Use automation tools to send your thank-you letter at the perfect time.

You can even create different versions of your thank-you letter and send them to different people based on their transaction details.



Tip #4: Make your thank-you letter even more effective

Once you've got one thank-you letter under your belt, consider other ways to deepen your relationships with your donors.

Try following your thank-you letter with a handwritten note, a postcard, a quick phone call, or even a second email.

Create Activity

Priority*

Normal

System User*

Abby Jarvis

Subject*

Call New Donor

Status*

Not Started

Custom Status

Solicitation Method

Activity Starts*

☐ Immediately

☒ 3 day(s) after Trigger Date

at

11:00 AM

Activity Ends

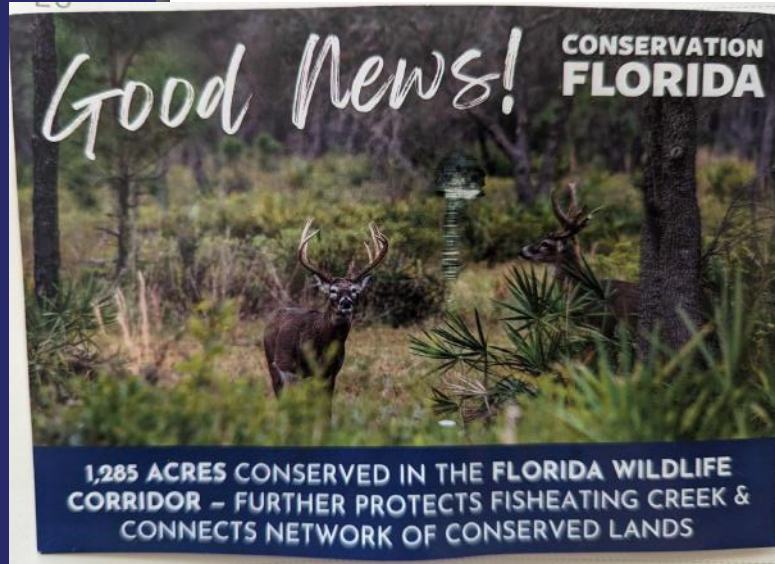
☒ Immediately

☐ day(s) after Activity Starts

Good News!

CONSERVATION FLORIDA

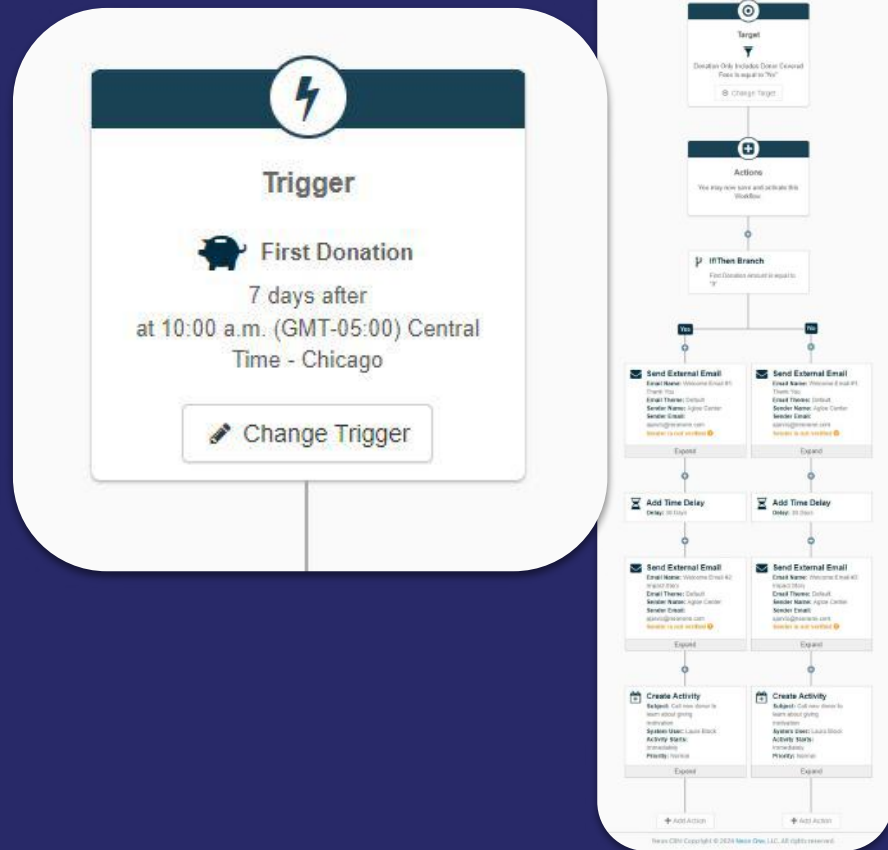
Add Action



Tip #5: Go all out for new donors

First-time donors are hard to retain! Retention rates for this group are only around 18%.

Send them a thank-you letter, of course, but consider creating a series of welcome emails for new donors. It's a great way to thank them, share their impact, and get them excited about your work.





Questions?