

The Thank You Checklist

We have compiled this checklist of tasks to ensure that you're doing all you can to acknowledge your donors' gifts, show them your thanks, and ultimately, see them return for more.

Making a Timely Plan

- I have a plan and a budget to thank donors all year.
- I have a system in place to promptly thank all donors within 48 hours.
- I have written an exemplary thank you letter template.
- They're signed by a real person.
- I acknowledge gift designations and dedications.
- I reference the appeal or campaign that prompted the gift (if applicable).
- Each donor is greeted by name in their thank you note.
- I include contact information so donors can get in touch.

Personalization and Accuracy

- I express heartfelt thanks for the gift at least twice in each note.
- I give the donor credit for the impact of their gift.
- I give thanks without asking for any more time or money.

Gratitude

- I tell a good story or use a vivid example in every piece of outreach.
- I report to donors on their impact at least twice a year.
- I include the voices of donors in my outreach.
- I ask my donors for feedback.
- I respect donors' communication preferences.

Ongoing Donor Communication

- If a message's goal is to thank, don't ask for another donation.
- This is only the first step to creating a positive relationship with a donor.