7 Thank You's After the First Gift Example

**Within the first month of their first gift of any amount.**

The reason most donors don’t give a second gift is because they don’t remember giving the first one. Let’s make sure this doesn’t happen. Here is a simple way to make sure the donor feels appreciated and welcomed from that very first gift.

1. **Automated “Thank You”**

A simple email. “We received your gift. Your gift matters. Thanks”

1. **Email/Letter from President/Executive Director**

First there’s an automated thank you. This thank you comes a few days later and has a more personal tone.

1. **Official Gift Receipt**

Make this more than a form that can be given to an accountant for tax purposes. Use the receipt as a thank you from the Finance Director / Controller / Treasurer.

1. **Phone Call from Development Officer**

Get on the phone and tell the donor thank-you. Tell them how much this means to your organization. Be sincere.

1. **Follow-up handwritten thank you note from development officer**

This doesn’t have to be long. Just a quick note saying thanks. Your donor will love the thank you call, but within a few minutes of hanging up, they forget your name! A few days later, when they receive your note and you reference your call, they will remember you, your name, how much they enjoyed your call.

1. **Welcome packet from Board Chair/Key Volunteer**

“Welcome to the family...” Keep any materials you send in this packet concise.

1. **Letter from a recipient of your services**

Send a letter from someone who has seen your organization at work, a student, a graduate, a partner. Someone who can testify to how your organization is making a difference!

**And then**… One month after the first gift, the donor should receive another follow-up letter from a development officer to say, "Thanks again… Appreciate you… Just a reminder that I'm here for you if you ever need me…”