

### 1. DONOR RETENTION:

- Thanking donors is only the first step
- Donors want assurance their gift is reaching the charity and being put to good use
- Informed donors are your best advocates

### 2. TIMELINE:

- Immediately: Thank donors as soon as you receive acknowledgement information
- August through September: Send reminder letter/ postcard – “Thank you for past support. Remember Us in Upcoming Campaign”
- October through November: Send 2nd reminder letter
- Year-round: Keep in touch – Send newsletters, let donors know impact of their gift

### 3. THANK YOU LETTERS:

THANKING DONORS IS A MUST, RETAINING DONORS IS A PRIORITY.

When writing donation thank you letters, or “acknowledgment letters” as they are sometimes called, remember to include these basic elements:

- Description of services/ impact of gift
- Amount if provided
- CFC # for CFC donors
- Federation Name - *Members of Community First, Health First and Children First are listed under America's Charities in State/Local and most Private campaigns.*
- It's imperative to make the donor feel that he or she is a partner in fulfilling your mission, not just a piggy bank for your organization.
- Keep the message brief and to the point, WITHOUT asking for more funds. Remember that this letter is being sent to say "thank you" ONLY.

#### SAMPLE THANK YOU LETTER:

*Dear [donor's name],*

*Thank you for your kind donation. Your caring support of [non-profit name] will make a great difference [briefly describe how it will make a difference].*

*Your gift is already being used to pay for [give example of how their donation might be used]. Just [list a dollar amount] provides a full month's [explain what the \$ amount will provide in a month or some other period that is easy to comprehend].*

*Thank you again for your compassionate support. We hope that you will continue to partner with us in our commitment to [state your commitment here].*

*With warm regards,*

*[Your charity signature line]*

#### 4. REMINDER LETTERS:

Reminder letters should include:

- Description of services/ impact of gift
- Request to “spread the word” to their coworkers
- CFC # for CFC donors
- Federation Name

Download donor names monthly:

- Peak reporting Feb – June
- Names continue to arrive year round

Flag donors as workplace giving donors:

- Mark by campaign type (CFC, State, Private)
  - Will enable you to tailor message, include CFC# and proper Federation name
- Prohibited from selling or lending donor list
- Do not re-solicit in regular direct mail appeals

#### 5. TAKE ADVANTAGE OF YOUR AMERICA'S CHARITIES MEMBERSHIP:

- Highlight your America's Charities membership in all materials and communications.
  - Let donors know where to find you in campaign brochures.
  - Include the America's Charities logo on your website, newsletters, stationary, brochures, and other promotional materials.
    - Make the case for workplace charitable giving campaigns.
    - State that employees can give to your charity through their workplace giving campaign...whether your charity is listed or not in campaign materials.
    - Tell them that if your charity is not listed in the campaign, they should write in your group on their pledge form...and insist on receiving a pledge form that allows write-in gifts
- Get your affiliates, chapters, and volunteers across the country involved with America's Charities by connecting them with America's Charities' regional offices for speaking and campaign event opportunities.
- Let us help you spread the word about your organization. We will help you promote events, success stories, news, and more on our social media sites, website, press releases, and other media outlets.

#### 6. REACH OUT TO COMPANIES THAT ALREADY SUPPORT YOU.

Work with America's Charities to gain access to campaigns promoted by companies that already support you. Your corporate friends, Board Directors and donors want to help your cause.

- Many employers identify specific charities to highlight in their campaign, while still providing the choice of all of America's Charities. Your charity could be highlighted, resulting with more employees designating to your charity.
- Work with America's Charities staff to make this happen with your special corporate contacts.

**SUPPORT:**

The ideas provided above are not an exhaustive list of everything you can do to enhance your appeal in campaigns. You must devise strategies that work best for your organization.

America's Charities job is to gain access to more employee-giving campaigns each year. Together, America's Charities and your charity have the best opportunity ever to increase support for your cause. When both of us do our part, giving to your organization increases.

**Who to Contact for Support:****Fiscal Department:**

Denise Gustafson at [DGustafson@charities.org](mailto:DGustafson@charities.org) or Ruth Owens at [ROwens@charities.org](mailto:ROwens@charities.org)

\*Will meet with your database administrator and walk you through online reports and other fiscal-related questions.

**Communications Department:**

Jeff Brown at [JBrown@charities.org](mailto:JBrown@charities.org)

\*Will meet with your marketing team, review your donor letters & other promotional material.