

Thanking Donors



Before Erie Gives

- Thank previous donors, report on their contributions, and remind them of Erie Gives Day
- Draft thank you emails and letters to be sent out
- Recruit staff, volunteers, and Board members to participate in thanking

During Erie Gives

- Post social media live updates thanking donors
- Thank and tag donors on social media
- Send immediate, short, succinct thank you emails to donors
- Have volunteers and others handwrite thank you notes/cards as donations are made

After Erie Gives

- Send thank you letters day after
- Call donors to thank them
- Follow-up in a month or so to discuss final giving day results, report on program/project, impact of donation

The Do's and Don'ts of Writing a Donation Thank-You Letter

[\(https://neonone.com/resources/blog/how-to-write-donation-thank-you-letter/\)](https://neonone.com/resources/blog/how-to-write-donation-thank-you-letter/)

1. Do: Send Your Thank-You Letter Promptly
2. *Don't: Ask for Another Donation*
3. Do: Demonstrate Their Donation's Impact
4. *Don't: Make it About You*
5. Do: Make it Personal
6. *Don't: Be Overly Formal*
7. Do: Invite Them to Continue Engaging With Your Nonprofit
8. *Don't: Ramble*
9. *Don't: Forget to Include Visuals*