

## Be a Stellar Donor Steward

Want to have loyal, lifelong donors? Show your gratitude early and often.

### Making a Timely Plan

- I have a plan and a budget to thank donors all year  
Thank yous are electronic, so costs are limited to staff time.
- I have a system in place to promptly thank all donors  
We acknowledge every membership, renewal and donation, usually within a few days.
- I have written an exemplary thank you letter template  
we have a template that we update throughout the year, and I think it's good, but exemplary?



### Personalization and Accuracy

- They're signed by a real person  
My signature image is affixed to all thank you messages.
- I include the correct gift amount
- I acknowledge gift designations and dedications  
Dedications have occurred only twice in my tenure.
- I reference the appeal or campaign that prompted the gift  
(mostly n/a because other than year-end, we don't fundraise for a specific project or program... hmm...)
- Thank you notes are personally directed to the donor—not to  
"Dear Friend"

### Gratitude

- I express heartfelt thanks for the gift twice in each note
- I also express gratitude for past support (when relevant)
- I give the donor credit for the impact of their gift
- I give thanks without asking for anything else—neither time nor money

### Useful Resources

- Thank you notes include the full contact information for my organization ...
- ... And appropriate tax language
- I make it clear how the gift will be used

### Ongoing Donor Communication

- 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

## Need Some Help?

To learn how we can help you thank your donors and raise more money online, visit [www.networkforgood.org/npo](http://www.networkforgood.org/npo) or call 888-284-7878, option 1.