



Practical Stewardship Advice for Everyday Fundraisers

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NAYDO
WEBINAR SERIES

Sponsored by:





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Contributor:

North American YMCA Development Organization, Bloomerang, Lighthouse Counsel, WeDidIt, Self-published

Speaker:

North American YMCA Development Organization, Indiana Nonprofit Resource Network, Association of Fundraising Professionals, Association of Y Professionals, Association of Donor Relations Professionals, Indiana University, Hanover College, WeDidIt, Indiana CPA Society

AVERAGE

46%



FIRST-TIME

23%



REPEAT

60%



MONTHLY

90%



Fundraising Effectiveness Project Report
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We have had a problem for a very long time.

Why has nothing changed?



Where do we start?

Thank You Letter Basics

1. Prompt
2. Donor > Organization
3. Tie gift/donor to specific outcomes
4. Sincere & Genuine Gratitude
5. Personal Connection

Bonus: Offer to deepen connection

Ok thank you letter...better than most

We appreciate your kind contribution of \$«AMOUNT» to The Literacy Alliance which we received on this date.

With your support, adults in our community will have the opportunity to improve their literacy skills and pass the high school equivalency. These are monumental steps for adults who struggle every day to be responsible parents, productive employees, knowledgeable consumers, and contributing citizens.

Picture the excitement of a man who now balances his checking account, the woman who reads a letter from a family member, or an older adult who uses a computer to advance her literacy skills. Every day we witness these small steps. And we know that such steps add up to adults who become empowered for success at work, at home, and in the community.

We include lists of donors in our publications. If you prefer to remain anonymous, please let us know. The Literacy Alliance did not provide goods or services to the donor in exchange for this gift.

Thanks so much for your support.

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Thanks so much for **your** support.

Good thank you letter

Tony has lived with illiteracy since he can remember. But today, thanks to you, he has hope. Hope that soon he'll read a letter like this with ease.

And if hope is at the heart of our adult literacy work, you are surely at the heart of The Literacy Alliance – making possible each new achievement. Thank you for your generous donation of AMOUNT on DATE.

Your gift is already working to make life better for those like Tony, who dropped out of high school and failed to achieve their high school diploma. And by standing behind every teacher, tutor, and student, you bring hope and education to people who strive to make better lives for themselves and their families.

You give peace of mind. Because of you, he will have new skills, a diploma, and most importantly, confidence to find a better paying job. He will break the cycle of living paycheck to paycheck.

If you would like to see your gift at work or if you have any questions, please feel free to contact me at (260) 426-7323. I'd love to hear from you.

On behalf of our adult learners, like Tony, thank you for supporting their future.

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Dear {first_name},

Thank you for helping {organization_name} end adult illiteracy.

It's remarkable that 30 students pass their high school equivalency exam each year through The Literacy Alliance. What you don't see in this picture is all of the donors who made this picture possible. These students achieved this educational success because of you. Behind every graduate, student, tutor and teacher is a donor making the work possible. You are that donor; thank you for partnering with us to ensure students from across Allen County share in the experience of education achievement.

Your generosity, your compassionate support truly makes a difference!

Thank you for everything you do,

“Firsts” happen every day here, at The Literacy Alliance:

An adult learner sees his reading improve a grade level, for the first time.

A student masters a new math skill.

At last, a former dropout has her first diploma.

These, and many other, firsts are because of *your first gift*. *Thank you!*

Behind every adult learner, there are hundreds of compassionate people dedicated to helping.

And because of your gift of «amount» on «GIFT_DATE» to The Literacy Alliance, you’re one of the most recent and most generous helpers. Thank you very much.

Already, your gift is teaching students reading, writing, and mathematics. But even more important, your gift is giving the tools adult learners need to find better jobs and provide for their families. With your help, they will break the cycle of illiteracy, dependency, and poverty.

I look forward to sharing with you the many achievements your gift makes possible in our quarterly newsletter. Until then, if you have questions, please feel free to contact me at (260) 426-7323.

I hope this will be the first of many gifts you give, because you are needed to help fight illiteracy in our community. Together, we can make a difference in the lives of our neighbors.

Thank you for sending such a powerful message of hope to our adult learners.

February 25, 2019

Mr. Adam Clevenger and Ms. Jessica Trimble
2005
Indianapolis, IN 46205



Dear Adam and Jess,

Wow, you totally floor us - \$2600 and counting?! Thank you so much for your generous gift and for choosing to celebrate your birthday in such an impactful way.

You're not just giving a family a place to stay. You're giving the gift of home.

After waiting nine months, "Tiffany" and her two babies finally moved into their new Coburn Place apartment. When Talia, Housing and Hospitality Director, first opened their door, Tiffany stood in awe. Joy soon overwhelmed her as she looked around at her fully-furnished apartment, made possible by your support. "Welcome home," Talia said, as she does to all new residents. The floodgates opened and the tears streamed down Tiffany's face. "Can I hug you?" she asked Talia. They embraced. There were no dry eyes between them.

We're packing up the energy behind that hug and sending it to you, Adam and Jess. You are the key that unlocks the door to a new life for Tiffany and her kiddos - we can't thank you enough.

With gratitude,

*Julia Kathary
& Happy Birthday Adam!*

Julia Kathary
Executive Director

Lara

Lara Chandler
Vice President of Operations and Finance

Amount: \$
Date: 2/1
Campaign: Apartment Sponsorship

(2) entity and contributions to the organization are tax deductible (Federal ID # 37-1421922) to the extent allowed
correspond with your tax professional if you have questions about this information. Please retain a

*!! I can't believe you
moms!!*

604 E. 38th Street, Indianapolis, IN 46205
(317) 923-5750 | www.coburnplace.org
@CoburnPlace: Facebook | Twitter | Instagram



Everyone deserves a safe home™

more than \$3,000 over the weekend!!



Where do we go next?

Planning your Stewardship



Be intentional and thoughtful

Beyond immediate thank you, are there specific times to reach out to say thank you?

Thank through out the year

Avoid gift range only thank yous

- First time donors
- Volunteer donors
- Planned Giving donors



**FIRST TIME AT
SUMMER CAMP**



**FIRST TIME
RUNNING
A MILE**



**FIRST TIME
IN GROUP
EXERCISE**



**FIRST TIME
SWIMMING
ACROSS THE POOL**



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**"Firsts" happen every
day at the Y.**

**Thank you for making your
first gift, so their firsts
could happen too.**

YMCA of Northwest North Carolina
Our Mission: "Helping people reach their God-given
potential in spirit, mind and body."

A United Way Agency.

YMCA of Northwest North Carolina
301 N. Main Street, Suite 1900
Winston-Salem, NC 27101

Non-Profit Org.
U.S. Postage
PAID
Winston-Salem, NC
Permit No. 272

First time donor postcard

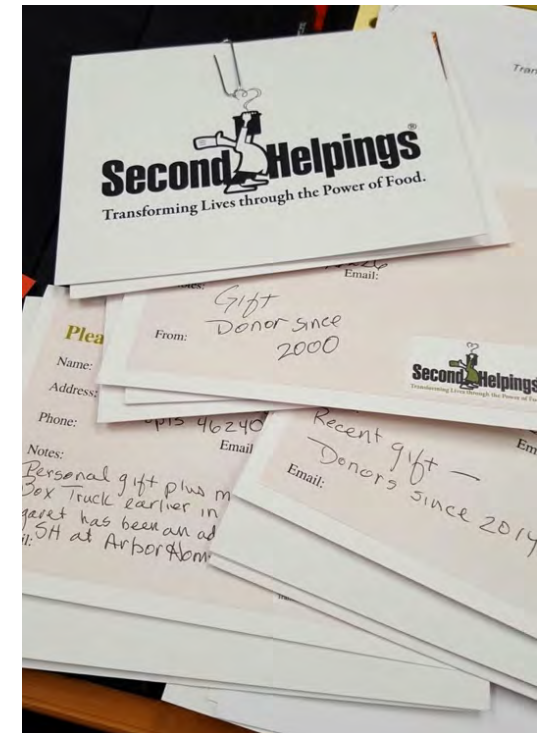
YMCA of Northwest North Carolina

Volunteer Hand-written Thank You notes

Dear Adam and Jessica,
Thank you so much for being an important supporter of college mentors for kids! We appreciate your donation in the last year and want to thank you for investing in our mentoring program. Your gift is giving kids the chance to visit a college campus and experience new opportunities for their future as college students learn to give back and lead. As a current college volunteer, I can speak to the way this program changes lives. Thanks for being an integral part of it!
For the kids,
Hannah Ardery

Dear Adam & Jessica,
My name is Rachyn & I am a Political Science major here at Hanover College. Things are going great here on campus - even if next week is finals week! I am so thankful for the opportunity to have such amazing professors and your gift has helped make that possible. Thank you so much for your support. Happy Holidays!
Rachyn '18

Dear Adam + Jessica -
I'm a volunteer with Coburn Place and I want to thank you for your consistent, generous support. We truly appreciate your thoughtfulness and for being our partners in the mission to end domestic violence.
Sincerely,
Lawer



Thank you Notes

Dear Name,

Your recent gift is already making a difference. Your support provides materials and volunteers to build ramps for individuals trapped in their homes. You give them freedom, thank you.

As a SAWs board member, I have seen first-hand how important your support is in providing home-bound people with the ramp they need to become self-sufficient.

Please join us on a build site, so you too can see your gift in action.



It's remarkable to think that 570 students saw *To Kill a Mockingbird* today. What you don't see in this picture are all the donors who made this picture possible. These students had this educational experience because of you. Behind every bus, student, actor and tech is a donor making the work possible. You are those donors; thank you for partnering with us to ensure students from across Indiana share in the experience of live theatre.

Donor Email Report

Indiana Repertory Theatre

Thank You Calls

Coburn Place (IN)



Thank you Calls Work

Immediate and meaningful thank yous work:

- First-time donors who get a thank you call within 48 hours, 4x more likely to make a second gift (Tom Ahern)
- A Three-minute thank you call will boost first-year retention by 30% (Roger Craver)
- A thank you call from a board member within 24 hours of gift will increase next gift by 39% (Penelope Burk)
- A thank you card within 48hrs of gift & annual thank you call on birthday or anniversary of gift: 30% increase in retention, 50% increase Lifetime Value (UN Capital Development Fund)

Thank you Calls

Hi my name is (Insert Name) and I am a board member and donor with Second Helpings. Today is Giving Tuesday, and we are taking the opportunity to call all of our donors to say thank you.

With your gift, 4,000 meals were prepared and sent out to feed kids and older adults at over 80 local agencies. Additionally, this year, over 100 culinary job training students graduated, because of you.

Again, thank you for fighting hunger here in Indianapolis. Please know your gift is appreciated, valued, and making a difference in the lives of our neighbors. Thank you.

Phrases for Cards and Calls

Sample phrases

- Because of you...
- With your support...
- Your gift is already at work...

Use these phrases a few times in each card, call, or letter

Use Present Tense and Active Voice

~~Your gift will help to teach a kid to swim.~~

Your gift is teaching kids to swim.

Your gift will save a child's life through swim lessons.



Video: You Made a Choice (<http://t.co/HWUB0xhXeX>)

Frost Valley YMCA (NY)

Social Media

The Children's TherAplay
Foundation, Inc. (IN)



The Children's TherAplay Foundation

March 26 at 4:40 PM · 🌐

Kiddo Leo and our service dog AJ say a HUGE THANK YOU to our \$125+ donors! We are so grateful for all the support so far today, and can't WAIT to share some exciting updates shortly! Special thank you to:

Robert & Cindy Dickinson

Jeff Craig

Jackie Harrison

Mike Messaglia

Amanda Swearingen

Andrew Wilson

DONATE HERE: <https://secure.qgiv.com/event/dayofgiving/>

Thank You Donors!



Thank You Donors!



Your gift is already at work.

Katie Prine via bounce.s6.exacttarget.com
to me

Wed, Dec 4, 3:33 PM (13 days ago)

To view this email as a web page, go [here](#).

[Blog](#)

[Get Involved](#)

[Donate](#)



Thank you for your gift on Giving Tuesday

Yesterday, more than 160 donors like you made a gift to fight hunger and poverty in Central Indiana, exceeding the \$30,000 matching donation. Your gift is already impacting the lives of many in our community.

Thanks to you, fewer children will worry about the source of their next hot meal. They will have the nutrients they need to grow strong, healthy bodies, and compete in the classroom. Thanks to you, more adults struggling with chronic unemployment will end the vicious cycle of poverty, and reclaim their self-sufficiency. Thanks to you, more food will be rescued, curbing the impact of food waste on our environment and feeding those in need throughout our community.

eNewsletters

Second Helpings (IN)



Follow the chef...

Throughout Giving Tuesday, we enlisted our staff and volunteer Food Rescue and meal delivery drivers to flood social media with images of our [partner agencies](#) and food donors with the iconic chef statue from our logo. The idea was to show, in real-time, the far reach your donation has out in this community each day. If you were following along on [Facebook](#), [Twitter](#) or [Instagram](#), it likely proved difficult to keep up with the many places our chef visited.

While we wouldn't fault you for assuming this was a week or even a month's worth of meals, the truth is Giving Tuesday is just like every other day at Second Helpings where we prepare and deliver around 4,500 meals to more than 90 partners throughout Central Indiana. Today, your gift is already at work doing it all again.

You made that possible



Questions?



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