



Finish Strong! Psychology of Thanking Donors





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Unless otherwise indicated, all the names, characters, businesses, places, events and incidents in this presentation are not real.

Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

Topics For Today:

- Donor Retention Matters
- What is Philanthropic Psychology?
- 6 Building Blocks and 5 Levels of Donor Thank Yous
- Love: Beyond the Basics of Thank Yous
- Next Steps & Q+A

Meet Today's Experts



Professor Jen Shang **Institute for Sustainable Philanthropy**

Jen Shang is the world's first PhD in Philanthropy. She is also the world's only philanthropic psychologist. Her research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy and the Nonprofit Times. Jen has been published in numerous academic journals.



Lisa Sargent **Principal, Lisa Sargent Communications**

Specializing in donor retention communications, Lisa is an international fundraising copywriter with a 15+ year track record, dedicated to helping nonprofits get and keep more donors.

Her one-woman copywriting shop specializes in writing engaging, effective donor care communications proven to keep donors connected (and giving) after that first appeal.

Donor Retention Matters



Retention is Decreasing

Over 70%
of people
recruited to
donate to
organizations
never
make
another gift!

Nationally in Q1 of 2024, nonprofits only retained 7.2% of new donors, a 7.6% drop year over year.

The Fundraising Effectiveness Project (FEP) reported that donor retention dropped by 3.5% in 2023 compared to 2022.

Donor churn is the percentage of donors who don't donate again. Over 70% of people recruited into organizations never make another gift!



New Donor Acquisition is Costly

Data: Your nonprofit already has current contact info and fundraising data to leverage.

Connections: Your communications can build on previous knowledge to deepen relationships to increase giving.

Cost: Acquiring new donors can be **50-100% more expensive** than the dollars given and several years before nonprofits break even.



Higher Retention = More Raised

Building long-term relationships with donors leads individuals to give larger donations down the line.

The biggest drop-off in donor engagement occurs after the initial donation. The 90-day period is seen as a prime opportunity to encourage that crucial second gift, which significantly boosts the chances of retaining a donor long-term.

Most major gifts are made after **5 years** of an individual giving.



More Recent Gifts Lead to More Giving Next Year

67.89% of returning donors in 2024 are retained donors; that is, the majority of returning donors most recently gave the prior year (2023).

In 2024 the average Colorado Gives Day gift from a NEW donor was **\$268** while the RETURNING donors gave **\$877** on average!



ColoradoGives.org
is a year-round
online fundraising
site that is
FREE for any
nonprofit.

Don't miss out on
dollars raised -
leverage amazing
tools such as
built in retention
reports!

Real Time Reports Built In

Reports

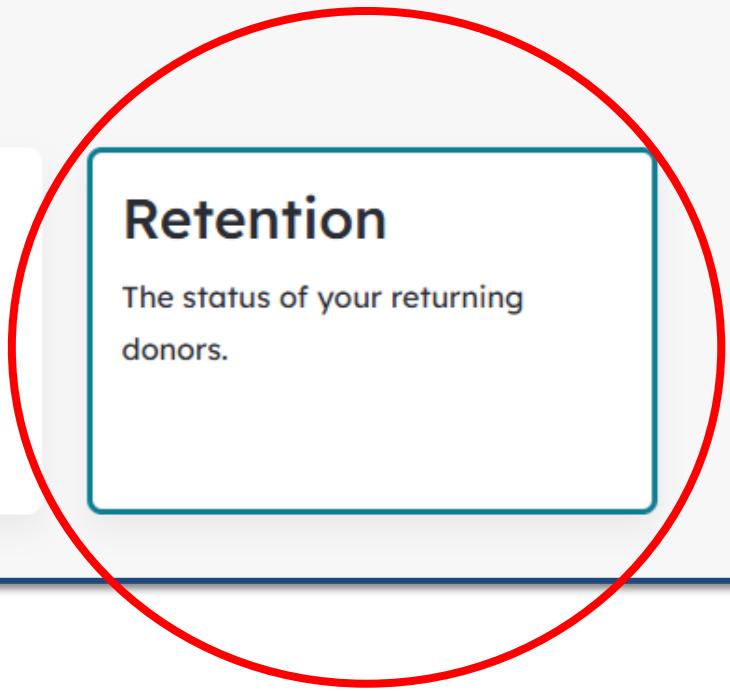
Monitor and manage crucial data.

All Donations
All donations made to your organization, including recurring and offline donations.

Recurring Donations
Only donations set to recur over time.

Offline Donations
Only donations from outside the Mightycause platform.

Retention
The status of your returning donors.

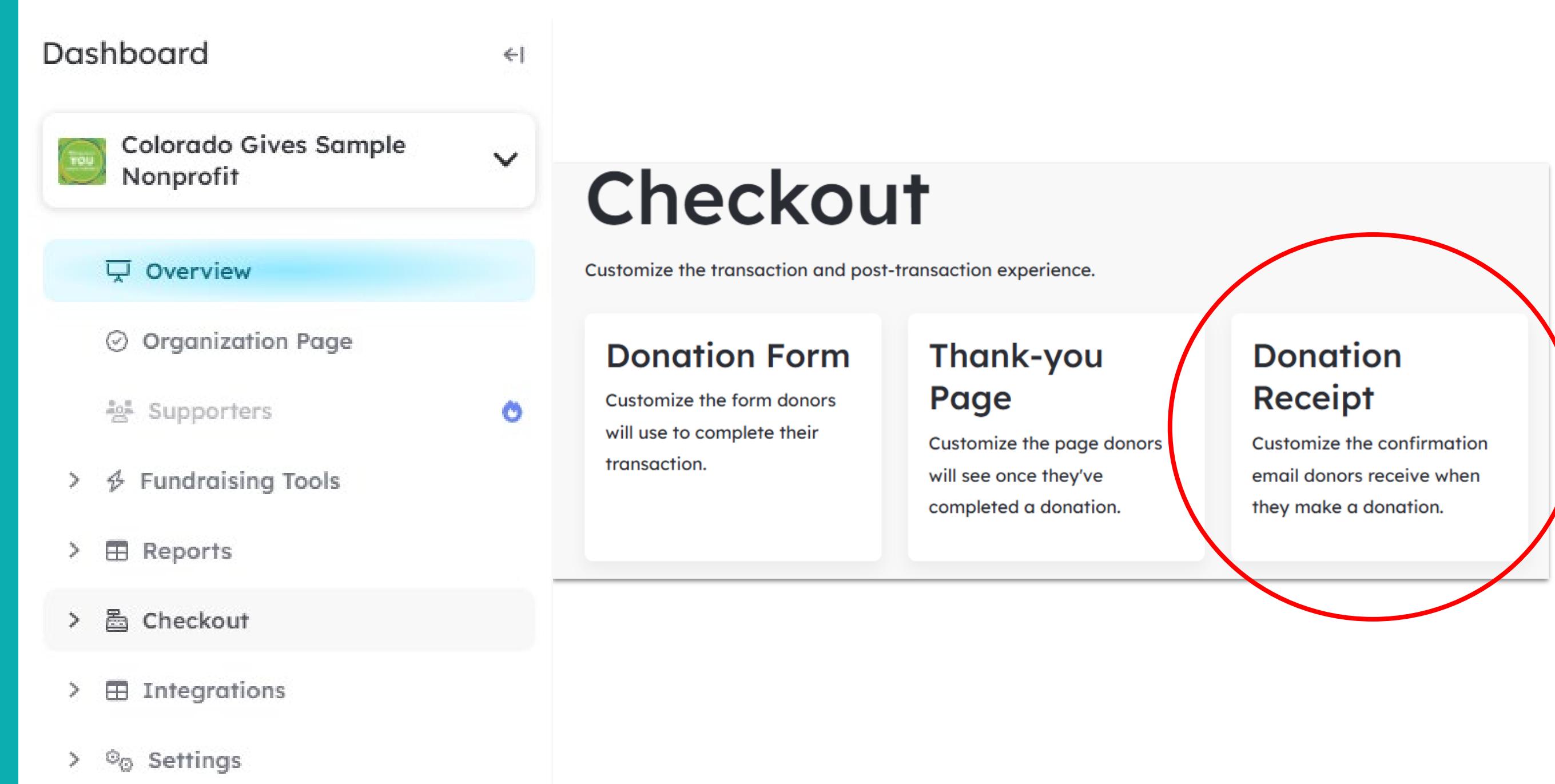


Donation Receipt
with tax deductible
language is emailed
automatically to
every donor on
ColoradoGives.org

Donors can access
their receipts and end
of year giving
summary at any time.

You can customize
your “donation check
out flow” including
receipt.

Send a Separate Thank You Email



The screenshot shows the Colorado Gives dashboard with the following interface elements:

- Header:** "Dashboard" and "Colorado Gives Sample Nonprofit".
- Left Sidebar:** "Overview" (highlighted in blue), "Organization Page", "Supporters", "Fundraising Tools", "Reports", "Checkout" (highlighted in grey), "Integrations", and "Settings".
- Checkout Section:** "Customize the transaction and post-transaction experience." with three options:
 - Donation Form:** "Customize the form donors will use to complete their transaction."
 - Thank-you Page:** "Customize the page donors will see once they've completed a donation."
 - Donation Receipt:** "Customize the confirmation email donors receive when they make a donation."

A red circle highlights the "Donation Receipt" option in the Checkout section.



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What is Philanthropic Psychology



What is Philanthropic Psychology?



Philanthropy

Greek Root: Phil-anthropy
Love of humankind

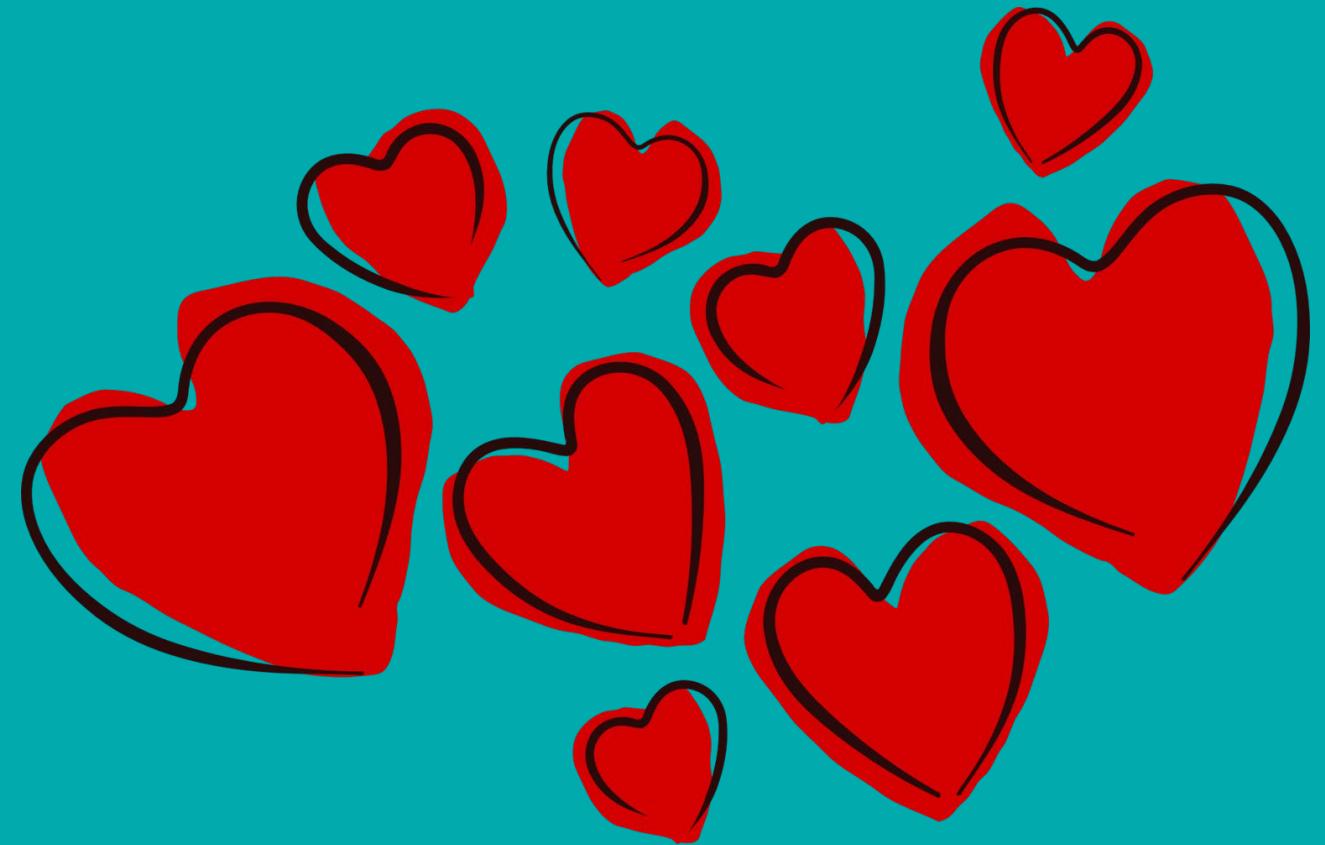
Psychology

Greek Root: Psyche – logos
Study/research of psyche/soul;
(e.g., our sense of who we are
or its expression)

Philanthropic Psychology

The study of how people love

Why does PhilPsych matter?



It studies how to grow love
while growing giving.

Current Research Findings



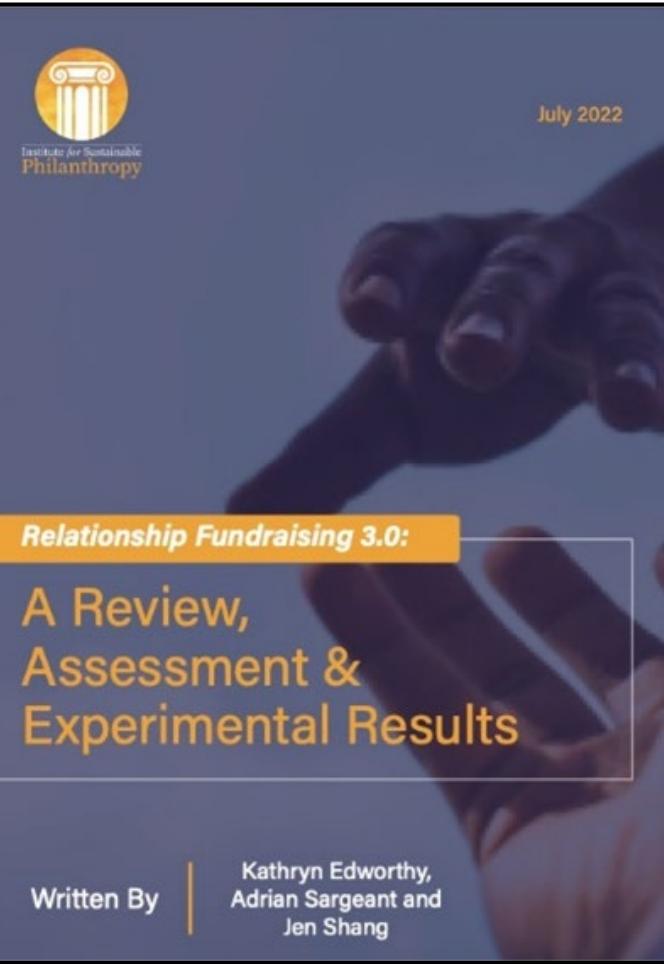
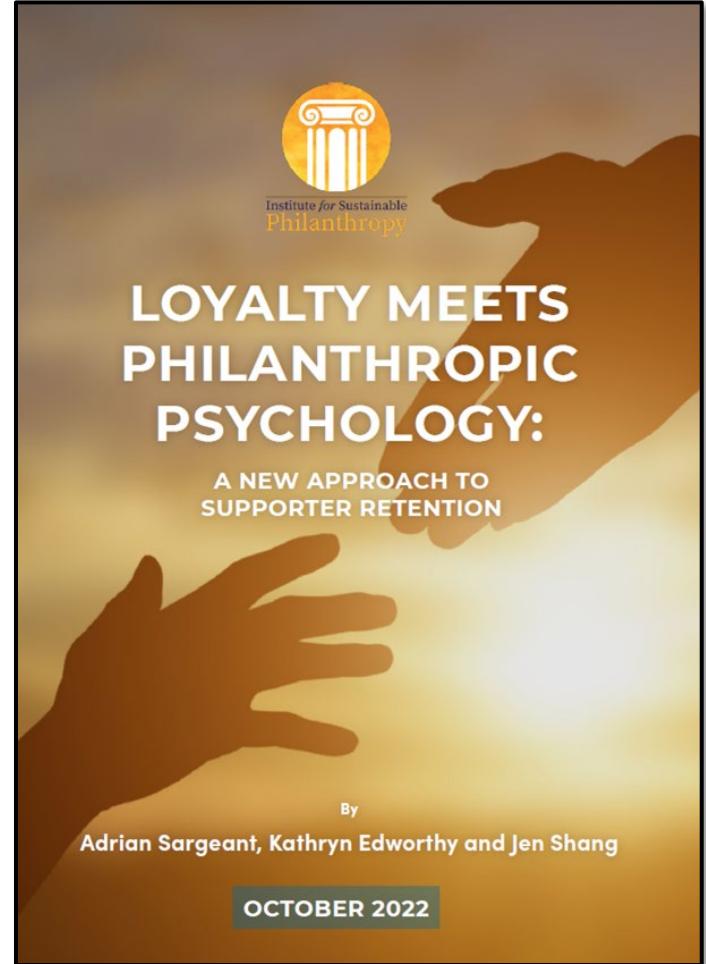
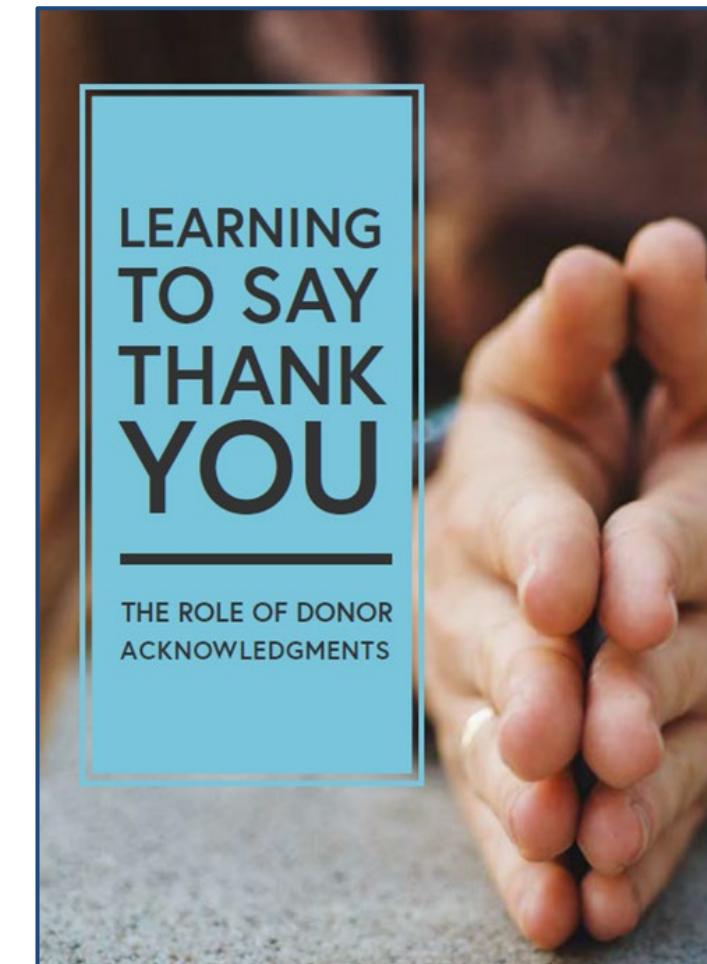
Timeframe: 2018-2024

Surveyed:

- Fundraisers
- Donors

Key Findings:

- A good thank-you can increase giving.
- Identity and psychological well-being matter.
- A *lot* more research is needed.



Register for: Exclusive Live Ask & Learn with Jen Shang
24 June - 10am MDT
<https://bit.ly/4jFseMf>



Example from you!



After you play, tell us how it went! [Email us back](#) or snap a photo, post it on social media, and tag us. Sharing this game with your friends is a great way to spread awareness and spark conversations about real-life reentry challenges, too.

Reentry shouldn't feel like rolling the dice. When you support TRI, you help remove these barriers, so people leaving prison have the support they need to rebuild their lives for good.

Thank you!

Emily

Emily Kleeman
Executive Director
[The Reentry Initiative](#)



Hi Katie Doyle,

Reentering society after prison isn't as simple as walking out the door. **Barriers are everywhere.** Employers might not hire you. Landlords might not rent to you. Getting from place to place costs money you might not have. Even basic necessities like soap and shampoo can be out of reach.

And that's just the beginning. If you struggle with substance use or belong to a marginalized community, reentry is even harder. **No matter how determined someone is, one setback can send them spiraling back to square one.**

Think you could make it through? [Play our interactive Help and Hindrance game.](#) It's similar to Chutes and Ladders. Print the game board, cut the paper down the middle, and grab a friend and some dice to play. See if you can make it through the challenges of reentry. Each roll of the dice brings you closer to stability... or sends you sliding down a setback.

[DOWNLOAD THE GAME BOARD](#)

Our Contact Information

The Reentry Initiative
402 Kimbark St.
Longmont, CO 80501
720-640-9513

<http://reentryinitiative.org>

[Unsubscribe](#) | [Manage email preferences](#)



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the Reentry INITIATIVE

Help and Hindrance on the Reentry Path

25	26	27	28	29	30
Obtain new hygiene products. Go to 26	Got a job! jump to 29		Have to pay court fees & restitution. Go back to 24		
24	23	22	21	20	19
Missed bus = missed appt with PO Start Over	Donate blood for cash. Go to 24	CYCLE OF ADDICTION! Roll Dice to go backward	CYCLE OF ADDICTION! Roll Dice to go backward	Can't pay rent and eat go back to 17	CYCLE OF ADDICTION! Roll Dice to go backward
13	14	15	16	17	18
Hot UA go back to 7	Credential Obtained jump to 18	Twisted ankle can't work. go back to 14	Obtain bus tickets go to 24		
12	11	10	9	8	7
CYCLE OF ADDICTION! Roll Dice to go backward	Employment Background check denied go back to 7	Attending SUD therapy jump to 17	Housing Background check denied go back to 7		
1	2	3	4	5	6
Need ID start over	Need SSN start over	Need Birth Certificate start over	Need Housing start over	TRI support to obtain documents jump to 10	



START Here! Roll the dice to get on the board

Example from you!

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← Posts



ollies.bike.parade

Acoustic Duo • Here Comes The...

Help us choose! Who is the cutest?



1 Otterly Adorable

2 Puppy Power



8



8



8



Liked by anndeemarie and others

ollies.bike.parade Oliver's Cutest

Reminder Contest: Paws vs. Pad... more

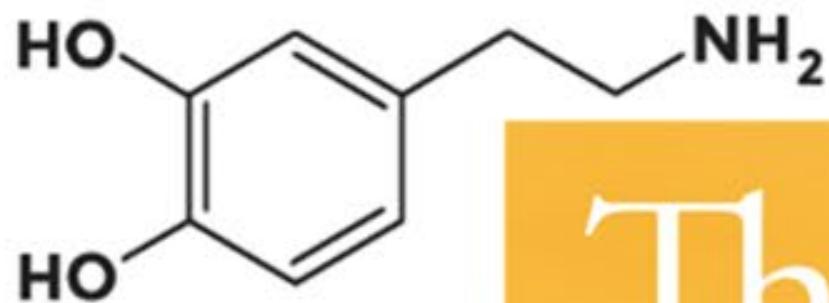
4 responses • Vote

April 24

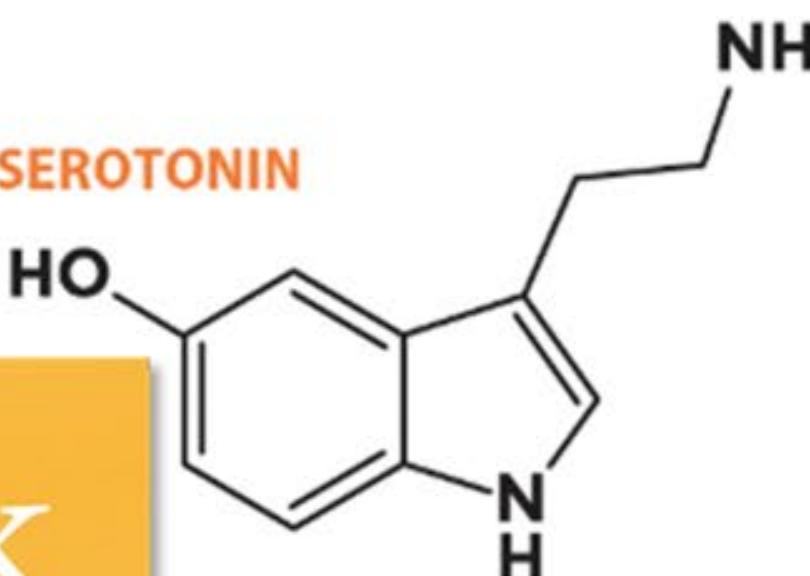


Meet the happiness chemicals:

DOPAMINE



SEROTONIN



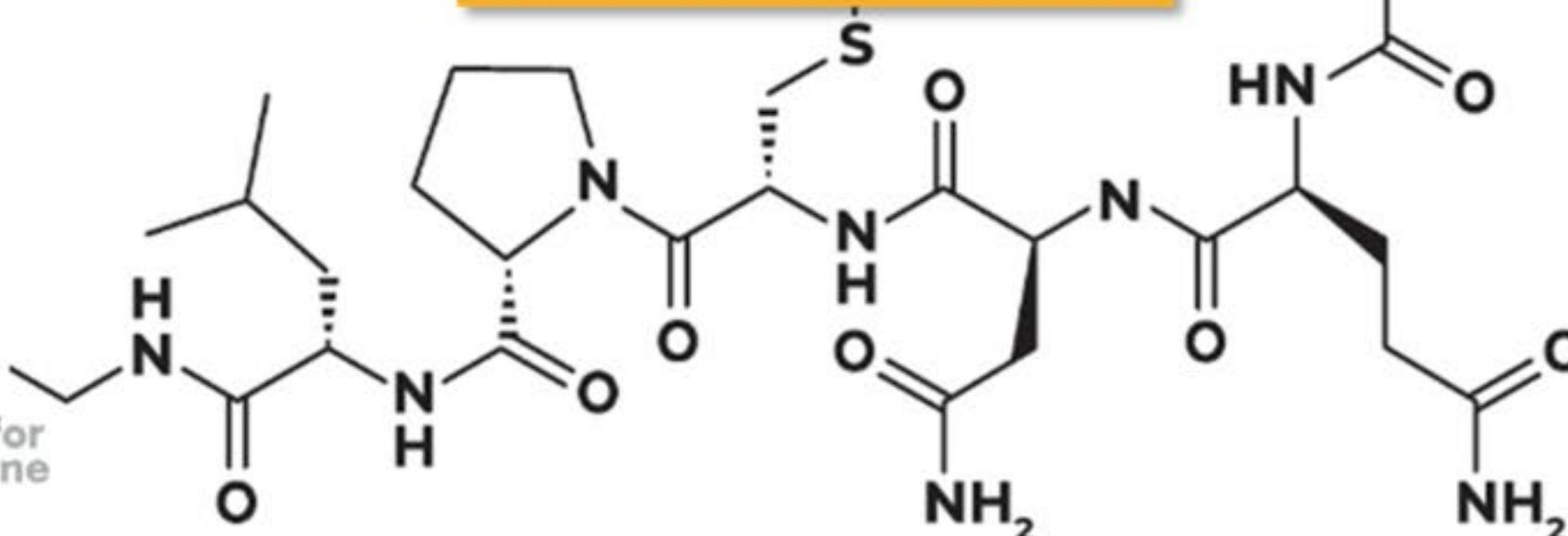
OXYTOCIN

Thank
-ology

How to keep
your donors
longer, and
giving stronger,
through gratitude

LISA SARGENT
FOREWORD BY KEN BURNETT

Good for
everyone



Gratitude Neuroscience

Neuroscience of thanking well:

- Touches emotion and memory centers
- Moves people to act 'for the greater good' (prosocial behavior, trust, motivation)
- Can prime future support
- Heightens sense self-worth



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6 Building Blocks and 5 Levels of Donor Thank You's

- Love: Beyond the Basics of Thank You's
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Building Blocks of Thank Yous



Your donation has been processed.

Where is the love?



2-3X the love! ❤



Good for
everyone

TROCAIRE
TROCAIRE. THE LIGHT IN OTHERS.

[ABOUT US](#) [OUR WORK](#) [GET INVOLVED](#) [WAYS TO HELP](#) [DONATE](#)

**<INFORMAL SALUTATION,>
YOUR LOVE IS A LIFELINE.
THANK YOU FOR HELPING IN
MYANMAR...**

We can't keep earthquakes from happening... but today, right now, with you beside us, we can let shocked and devastated survivors in Myanmar know they are not forgotten.

Thank you for the immense compassion and generosity you have shown in giving to help survivors of the Myanmar earthquake and aftershocks.

Your love and generosity are on their way to rushing rush emergency food, water, and emergency shelter to traumatised families whose lives have crumpled around them... plus medical care for grieving survivors, many of them injured.

The people of Myanmar were already reeling from years of civil conflict. The massive earthquake and aftershocks have made the existing humanitarian crisis there so much worse. That's why your urgent compassion in giving today is such a light of hope.

Trocaire have worked with local partners and networks along the border of Myanmar and Thailand for thirty years. It's the warmth of love like yours, even in the face of tragedy and crisis, that makes everything we do possible.

Thank you for giving... of your resources, your strength, your compassion. To earthquake survivors in Myanmar, and to all of us here, your love is a lifeline.

And thank you for being our Trocaire family, today and always. Together for a just world.

Caoimhe de Barra

Caoimhe de Barra, CEO, Trocaire

P.S. You'll soon receive official acknowledgement of your caring gift. But for right now please know that the generosity you have shown is on its way to helping rush urgent, lifesaving relief to devastated survivors of the Myanmar earthquake and aftershocks. If you need to reach us, you're very welcome to email our donor care manager Declan on declan.dixon@trocaire.org anytime. Thank you so much again, for being a light of humanity and compassion. ❤



Many families were already displaced by years of civil conflict. Now after the catastrophic 7.7 magnitude earthquake, your gift is an even more urgent lifeline rushing relief to shocked survivors through our Trocaire partners and networks on the ground in Myanmar. Thank you for giving. Thank you for caring. You are a light to us here. (Wa Je and her son, Myanmar. Photo: Trocaire)

Subject:
safe, remembered, loved: thank you

Preheader: use only one time.
Safe, remembered, loved. Thank you for helping in Myanmar...

Dear <Informal Salutation>,

Safe. Remembered. Loved.

This is how your compassion will soon feel to earthquake survivors in Myanmar.

Temporary shelters to protect the old, the young, and everyone in between.

Clean, lifesaving water in sweltering temperatures that have reached forty degrees.

Emergency food, hygiene kits, and medical supplies. To help survivors keep from dying due to hunger, injuries, and waterborne bacteria. To lift human suffering and trauma.

<Informal Salutation>, thank you for giving of your time and your resources to help rush relief to earthquake survivors in Myanmar.

The warmth of your generous donation of <<Amount>> is right now joining with that of other Trocaire supporters, as kind and caring as you. Together you help speed lifesaving resources to our local partners helping people on the ground in Myanmar even as I write these words to you now.

In a country already torn apart by conflict, Myanmar is one of the poorest in the world. But the people are amazing.

The abundance of their determination, the depth of their concern, the strength of their bonds, even in the face of conflict and massive crisis, fills me with hope for the future.

You give me hope too, <Informal Salutation>.

And today at Trocaire, you fill our hearts with gratitude for the gift that you have given... the gift that you are.

Thank you for helping rush urgent relief to earthquake survivors in Myanmar – and for helping them on their journey to recovery.

I'm so glad you're here, together beside us for a just and caring world. With all my gratitude,

Name
CEO, Trocaire

PS. The full extent of the destruction in Myanmar and parts of Thailand may not be known for weeks. I'll update you as I can. You are also very welcome to receive our Together In Action supporter newsletter for more there as well. The newsletter will reach you free by post three times each year and is filled with stories of how your generous support for a just world is helping people change their lives around the world. Email to Declan, our donor care manager, on Declan.Dixon@trocaire.org to sign up. He'll be delighted to help you. Thank you again for helping in Myanmar. You're a light to us here, <Informal Salutation>.

Six Blocks: Just Think “THANK-U”



T = THANK

H = HELP

A = ASK

N = NOTIFY

K = KINDLE

U = UPDATE

Just think T-H-A-N-K-U...

-  – **THANK** and tell the donor their gift was received – confirmation.
-  – **HELP** the donor to see what their gift is doing (or will do) – justification.
-  – **ASK** the donor for something other than money – invitation.
-  – **NOTIFY** the donor how they can reach you with questions – information.
-  – **KINDLE** good feelings by showing how the donor's gift is helping – illumination.
-  – **UPDATE** the donor on when they'll next hear from you – expectation.



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A-ASK

Six Blocks + Five Levels: Just Think “THANK-U”



Level 1: serve as a **receipt** of a gift.

Level 2: create a **good feeling** associated with any action a person takes for an organization.

Level 3: generate measurable behavioral benefits in **increased giving**.

Level 4: generate measurable benefits in increasing the **quality of a donor's relationship** with an organization.

Level 5: convey appreciation for the **donors as people** (not simply what they do for an organization).

Added benefit: Good thank-yous charge the fundraising team and build a stronger philanthropic culture.

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Good for everyone

Tell the thank-you like a story of impact

Personal

Personal

Personal

Personal

Personal

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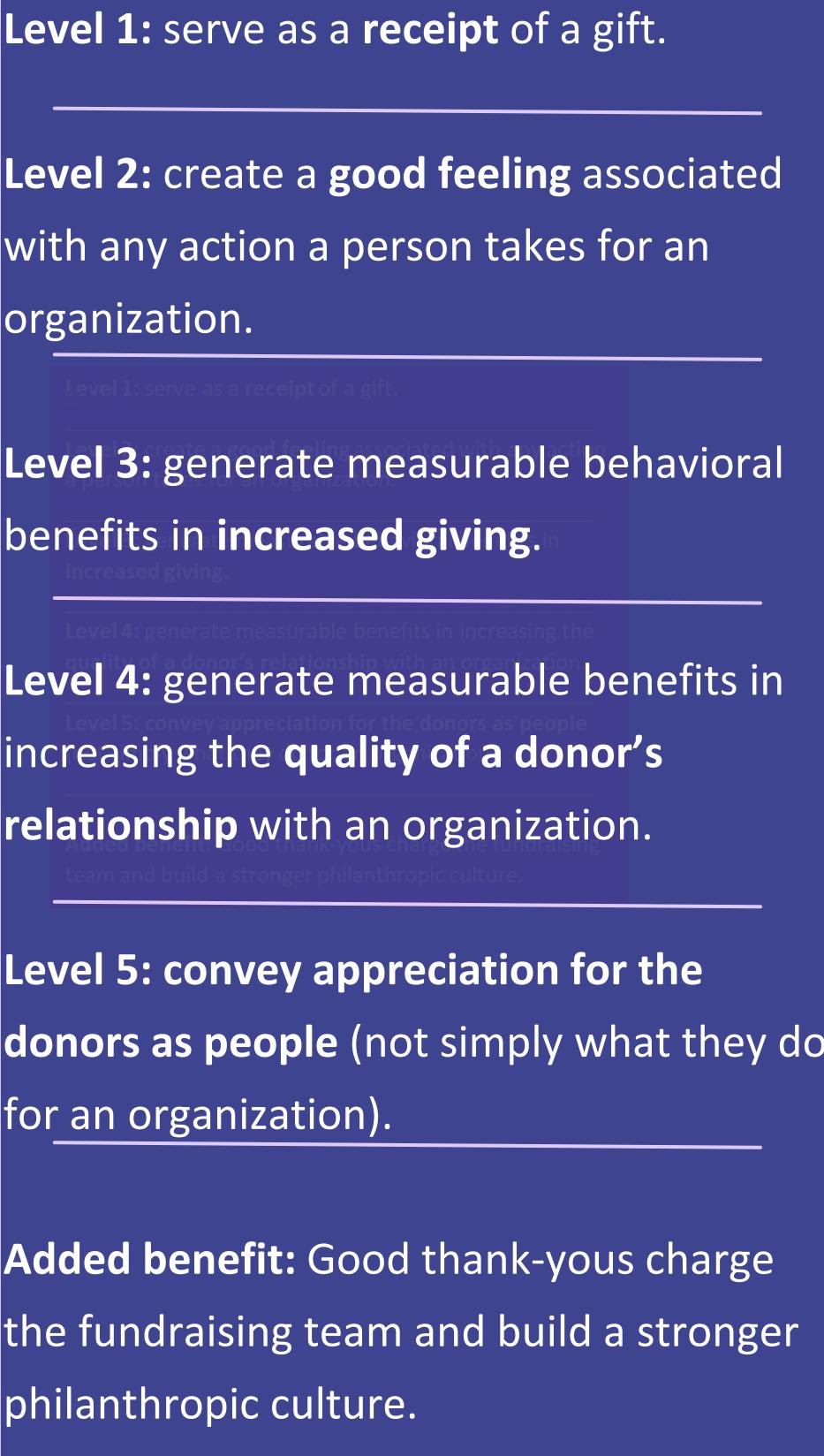
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+



Jen's Five Levels in Lisa's Six Blocks

1. What's generating the thank-you letter?
2. Who is the person you are thanking?
3. How can I fit the six blocks into that context?
4. What is the greater, higher, and deeper story that goes beyond their gift that you want to connect them to?
5. How can I elevate the person into the gratitude space?



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Added benefit: Good thank-yous charge the fundraising team and build a stronger philanthropic culture.



Thank you for giving!

Your generous gift to Habitat for Humanity of Colorado inspires us.

We are deeply grateful for your support.

Housing stability has never been more critical in Colorado, where the gap between wages and the rising cost of housing continues to grow.

Your contribution – whether big or small – is helping to make affordable home ownership a reality.

Because of you, more families and children can celebrate this holiday season surrounded by friends and loved ones, in the comfort and security of their very own homes.

Your kindness and compassion are transforming lives. Together, we are creating stability, equity, and self-reliance through the power of affordable homeownership.

Thank you for playing such an important role in making the dream of homeownership come true for families across Colorado.

May **your home** be filled with health, happiness and warmth this holiday season.

In partnership,

Welcoming Your Questions

Please submit a question at any time using the Q&A button at the bottom of your screen.

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Love: Beyond the Basics of Thank Yous





The Love Project

Volume 2

Initial Survey Findings

September 2024

Jen Shang, James Barrett,
Kathryn Edworthy and Adrian Sargeant

With thanks to research partners:



The Love Project

Volume 1

A Review of the Love Literature and
Generation of the Fundraising Taxonomy of Love

July 2024

Jen Shang and Adrian Sargeant

With thanks to research partners:



Report Links

Good for
everyone

Don't forget to Register for:
Exclusive Office Hours
24 June - 10am MDT



Office Hours Link



Table 1: Types of Love as defined by fundraisers

Types of Love	Definition	Typical Target	Charity Typified	Forms of Giving
Playful Love (Ludus)	Short-lived, light-hearted fun in uncommitted relationships.	Organization, beneficiary, other donors.	Children's charities, animal welfare, charities with a younger donor base.	Fundraising events, pub/bar quizzes, gifts exchanges, competitions, lotteries, giving days, auctions, social media campaigns.
Passionate Love (Eros)	Short-lived passion experienced in uncommitted relationships, with the potential to develop into more committed relationships.	Fundraiser, organization.	Museums, concerts, public broadcasting, international aid.	One-to-one conversations, street fundraising, fundraising events, gala, VR experiences, volunteering, participating in sponsorship events (e.g. marathon).

[Reprt Links](#)



Types of Love	Definition	Typical Target	Charity Typified	Forms of Giving
Self-Kindness (Philia)	Long-suffering experience with, or witnessing of a problem/suffering, and relief of this distress/guilt.	Self, donor, peers, fundraiser.	Health and disability charities, animal welfare.	Acknowledgements, recognition, participating in sponsorship events.
Familial/ Friendship Love (Storge)	Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family, or friendship.	Family, organization, other donors, cause, leader, fundraiser.	Universities, faith-based organizations, local rescue, international aid, animal welfare.	Celebrations, child sponsorships.
Pragmatic Love (Pragma)	Long-term commitment to a relationship that has been proven to allow them to achieve their goals.	Founder, organization	University, public broadcasting, international aid/development.	Receipts, sustainable communications, monthly giving, acknowledgements, corporate.

How can love help elevate gratitude?



1. What's generating the thank-you letter?
2. Who is the person you are thanking?
3. How can I fit the six blocks into that context?
4. What is the greater, higher, and deeper story that goes beyond their gift that you want to connect them to?
5. What kind of love can help elevate the person into the gratitude space?

Playful Love

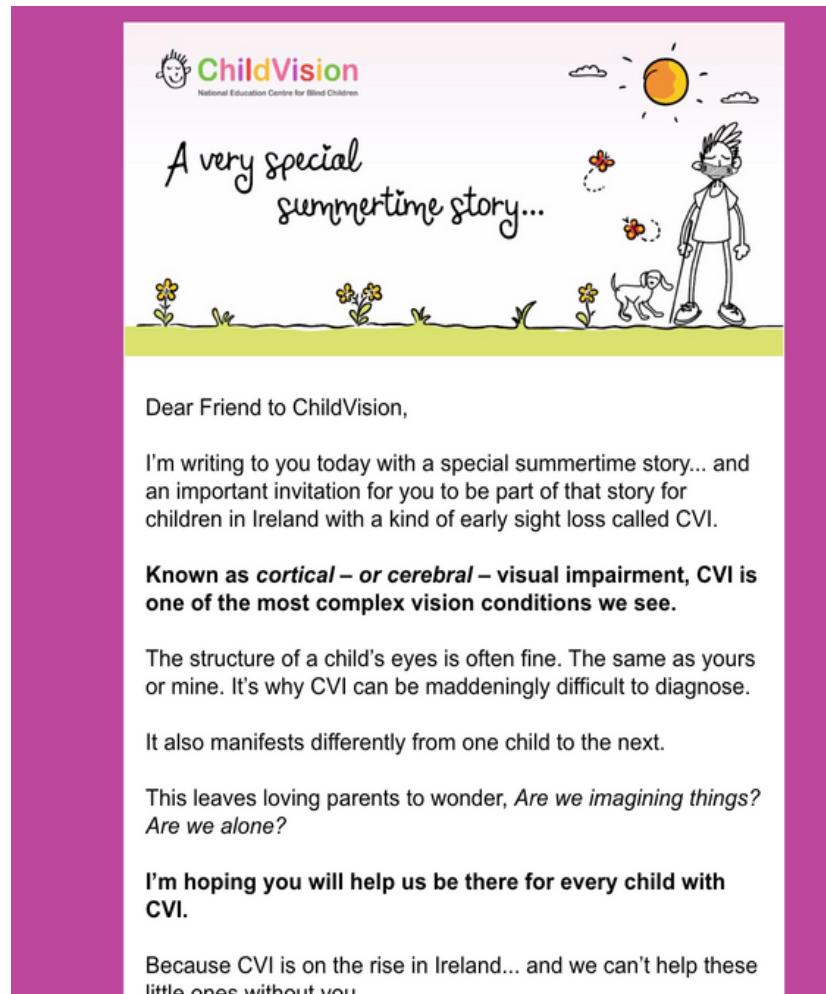
Level 5+ Copy

- “You, wonderful you: thank you!”
- “Thank you for the music of laughter...”
- “victories big and small



Playful Love

Short-lived, light-hearted fun in uncommitted relationships.



Post-gift thank you email

Subject line: You, wonderful you: thank you!

Dear <<Salutation>>,

Generosity. Kindness. Compassion. Love.

Life's richest colours can't always be seen. They are felt with the human heart.

Today, through your very kind donation of <<€AMOUNT>> to ChildVision, you are about to bring all those beautiful colours and more to children with sight loss right here at home.

Thank you for your generous gift, and all it will soon do.

Thank you for the music of laughter that will echo among blind children who thought they'd never have any school friends...

Thank you for the braille books and special technology that will open a door to learning they thought they'd never enter...

Thank you for the mobility equipment and extraordinary equine therapy that will bring victories big and small to bodies with disabilities that long to reach, grow, and do.

Thank you for being you. Wonderful, caring you.

And as the months unfold, may life's richest colours find their way back to you in return for the kindness you've shown.

I hope you'll walk beside our children for years to come.

From all of us at ChildVision, thank you for believing in children with sight loss in Ireland,

Passionate Love

Level 5+ Copy

- “roar of a concert”
- “shush of skis”
- “avidly learning”
- “You are the lifeblood”

Lisa will decide what to do here



Passionate Love

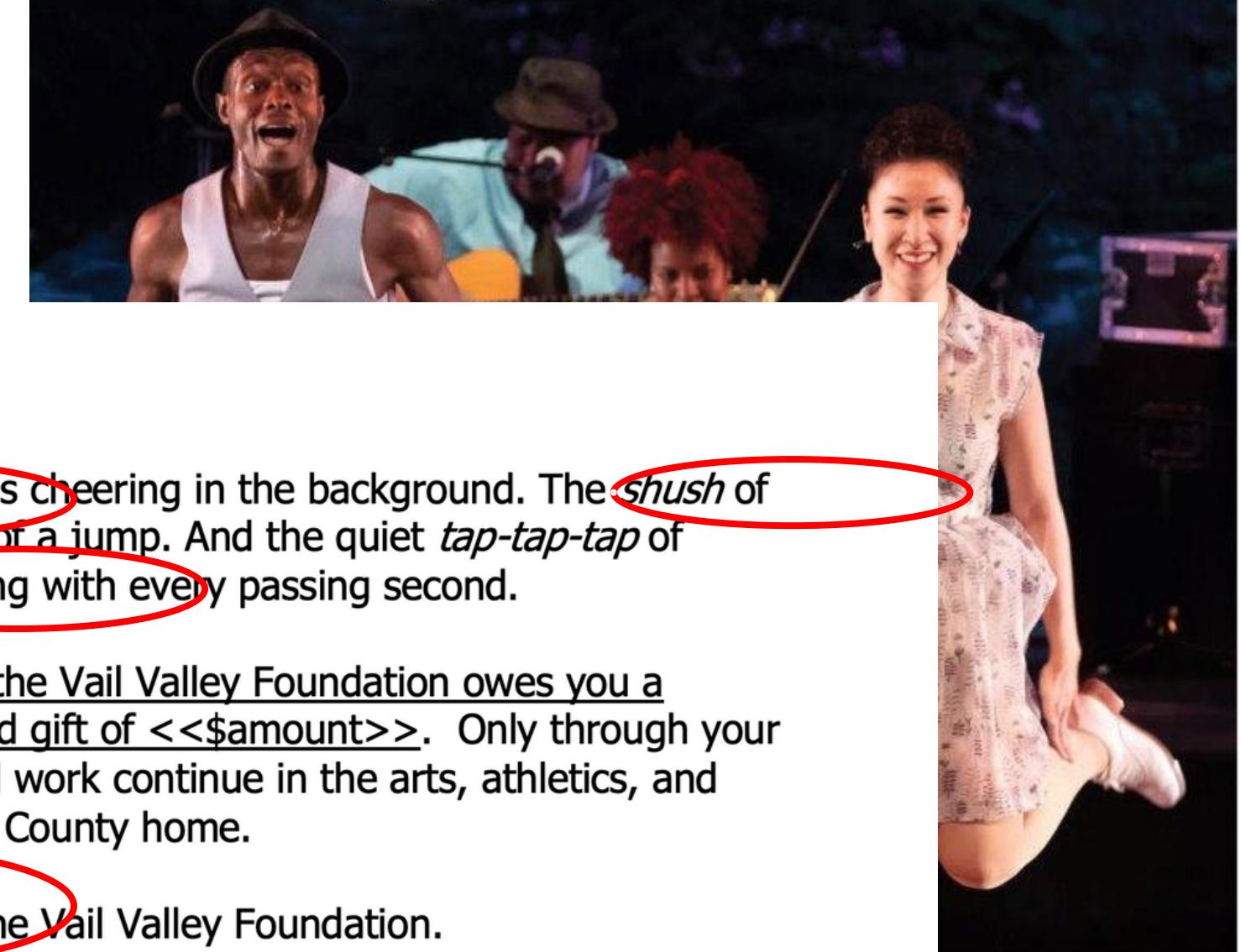
Short-lived passion
experienced in uncommitted
relationships, with the
potential to develop into more
committed relationships.

News on how VVF supporters like you are elevating arts, athletics, and education in the Vail Valley

Inspired!

VAIL
VALLEY
FOUNDATION

SPRING/SUMMER 2019



Dear <<Salutation,>>

The roar of a concert, fans cheering in the background. The shush of skis speeding towards the end of a jump. And the quiet *tap-tap-tap* of fingers on tablets, avidly learning with every passing second.

Today, everyone here at the Vail Valley Foundation owes you a heartfelt thank you for your kind gift of <<\$amount>>. Only through your generous support can this good work continue in the arts, athletics, and education for all who call Eagle County home.

You are the lifeblood of the Vail Valley Foundation.

| The Day You Bring the Dance World
to the Valley... page 2

What's Fighting Summer Slide in Eagle County Kids, page 2
A Chat with Vail Dance Legend Damian Woetzel, page 3



PLUS: The Change Agents, GoPro
Mountain Games, and more!

Self-Kindness Love



ABOUT US ▾ PROGRAMMES ▾ RESOURCES ▾ STORIES ▾ GET INVOLVED ▾ WHAT'S ON ▾ NEWS DONATE

Level 5+ Copy

- “The feeling of grass beneath your feet. The warmth of sunshine on your face. The excitement of a good book, or the confidence and pride that comes from learning to do something all for yourself. A laugh with friends and family.”
- “Life’s richest colours can’t always be seen. They are felt with the human heart.”



Self-Kindness

Long-suffering experience with, or witnessing of a problem/suffering, and relief of this distress/guilt.



Your donation has just changed the life of a child with sight loss and other complex disabilities in Ireland.

The feeling of grass beneath your feet. The warmth of sunshine on your face. The excitement of a good book, or the confidence and pride that comes from learning to do something all for yourself. A laugh with friends and family..

Life's richest colours can't always be seen. They are felt with the human heart.

And today your generous heart brings a world of hope, joy, and promise to children and young people in Ireland who face big disabilities, scary diagnoses, and sometimes, life-limiting diseases, all while their sight is gone or slowly disappearing.

Because of you, special standers and walkers and therapy will help them to walk and reach and stand and do.

Because of you, tiny fingers will learn to feel for a book's bumpy braille dots. Superhero guide horses will nurture new strength.

Despite rare disorders. Despite daunting diagnoses. Despite sight loss.

And all because you believe a child's true potential can't always be seen – it must be felt with the human heart.

Shortly via email, we'll send an official record of your incredibly kind donation. But if you ever have questions or want to tour the work you support, ring us on 01 837 3635.

We'd love to hear from you.

Thank you.

Familial/Friendship Love

Level 5+ Copy

- “at the forefront of medicine, for you and everyone you love”
- “grateful for the caring neighbor you are”
- “because you believe...”
- “your extraordinary love of community”



Familial/Friendship Love

- Moderately intense, enduring and warm relationships, usually experienced around a feeling of community, family, or friendship.

Dear <>Firstname<>,

For the love of this community... for everyone in your life... for keeping the best in healthcare close to home...

Thank you, <>Firstname<>, thank you.

The generosity you've shown to St. Helena Hospital Foundation this Giving Tuesday through your incredible donation of <\$AMOUNT> will do so much to save lives here in our community.

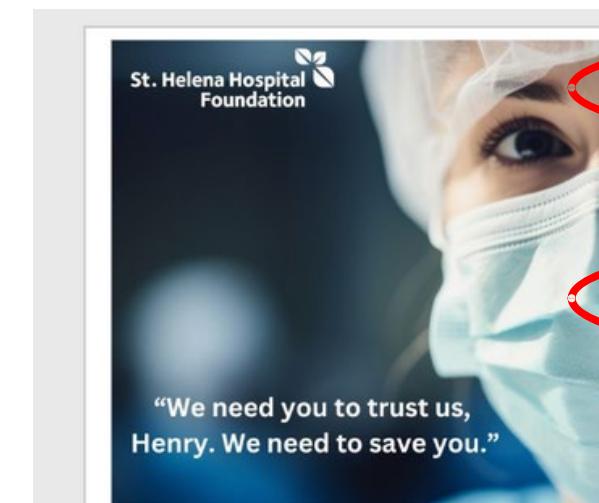
Without good people like you, breakthrough medicine couldn't happen here. And each of us is so grateful for the caring neighbor you are.

Because you believe healthcare innovation shouldn't belong solely to big medical centers... because you believe lifesaving solutions *can and should* be available right here in Napa Valley... in the coming year, together, we'll keep St. Helena Hospital at the forefront of medicine, for you and everyone you love.

I'll be sure to update you in the months ahead. For today please know how thankful we are for you here, and for your extraordinary love of community – on Giving Tuesday, and every day.

Thank you for being a champion of lifesaving local healthcare.
With all my gratitude,

Glen Newhart
President & CEO
St. Helena Hospital Foundation



GIVINGTUES

Join the global day of giving and support you

Dear Friends and Supporters,

Henry's first thought was, "This should not be happening to me."

He was unloading the car after running errands with his wife Mayra. Healthy and active his entire life. Sixty seconds later he was doubled over with crushing chest pain.

That's the thing about sudden heart attacks and strokes. They can

Pragmatic Love

Thank you!



Thank you for shelter from the storm!
Dear Sandie, As the wind howls and the snow swirls, ...

Level 5+ Copy

- “Thank you for shelter from the storm!”
- “You keep us warm”
- “open and staffed, day and night”
- “humanity, with nothing hiding it”



Pragmatic Love

Long-term commitment to a relationship
that has been proven to allow them to
achieve their goals.

Dear Sandie,

As the wind howls and the snow swirls, warm well-lit place
appears.

Once-cold hands hold hot cups of tea. Bodies thaw, enveloped
by cozy blankets. And homeless people who would have
struggled and possibly failed to survive in this historic cold and
snow, are safe and alive.

Thank you so very much for your donation to keep
Merchants Quay Ireland open and staffed, day and night, in
this cold weather crisis.

We will never forget that during life-threatening arctic
temperatures, you took the time to give so someone else less
fortunate would find shelter from the storm.

MQI is here because of you.

Your generosity. Your compassion. Your wonderful heart.

You keep us warm.

Please be well and know that we are thinking of you here.
With all my gratitude,

Tony Geoghegan, CEO
Merchants Quay Ireland

P.S. I wish you could see how staff and clients pull together in
emergencies like this bitter cold and snow. Staff who live
nearby simply arrive for work, unscheduled, because they know
someone else who relies on public transportation might not
make it in. Clients, one helping the other, come in together.
One of our project workers, Will, told me, “It’s humanity, with
nothing hiding it.” Thank you for making it all possible.

How can love help elevate gratitude?



- 1.What's generating the thank-you letter?
- 2.Who is the person you are thanking?
- 3.How can I fit the six blocks into that context?
- 4.What is the greater, higher, and deeper story that goes beyond their gift that you want to connect them to?
- 5.What kind of love can help elevate the person into the gratitude space?

Topics For Today:

- ~~Donor Retention Matters~~
- ~~What is Philanthropic Psychology?~~
- ~~6 Building Blocks and 5 Levels of Donor Thank You's~~
- ~~Love: Beyond the Basics of Thank You's~~
- Next Steps & Q+A

Gratitude Beyond Thank-You Letters



- Use gratitude and love beyond thank-you letters as a way of caring for your donors (trust, memory, understanding, connect with person, not just the gift).
- Where? Appeals, newsletters, annual reports, and beyond!
- Why? Inspired donors. Motivated staff. Better results. Better world. ❤️

Key Takeaways

- Automated Donation Receipts on ColoradoGives.org are the official receipt for the donor, but should NOT act as your only thank you.
- Focusing on love and gratitude with post donation copy can greatly influence retention + gift amount + donor satisfaction.
- It's worth your time to use the “Thank-U” and “5 Levels” framework as an exercise for your next email send.

DON'T WAIT TO START LOVING YOU DONORS!

Nonprofit Next Steps

Schedule Time to Review Your Thank You Emails / Other Donor Copy

- Who did you send that email to?
- How did it perform?

Identify Ways to Personalize + Include Love in Future Communications

- You Focused Language
- Drop the Program Speak
- Specific Stories of Impact

Sign Up! Exclusive Live Ask & Learn with Jen Shang

- Get Individualized advice from Jen Shang
- Virtual Zoom Setting For Group Learning
- ONE TIME! Just for Colorado Nonprofits

Next Steps Cont.

Update Your Donation Checkout Flow on ColoradoGives.org

- Use Your Retention Report
- Customize Auto-Receipt

Leverage Catchafire to Help Get Work Done!

- [Work with an expert on Copywriting for FREE](#)
- [Update & Automate Your Emails for FREE](#)
- Specific Stories of Impact

Get Your Summer Learning Started: Nonprofit Webinar Library

- Go to the nonprofit resource page for digital fundraising training galore!

Email support@coloradogives.org for any ColoradoGives.org questions, thank you!

Welcoming Your Questions

Please submit a question at any time using the Q&A button at the bottom of your screen.

And Don't forget!

Don't forget to Register for:

Exclusive Live Ask & Learn
with Jen Shang

24 June - 10am MDT
<https://bit.ly/4jFseMf>



making
good
happen



Thank you!

