



# Finish Strong! Psychology of Thanking Donors





# Webinar Housekeeping

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## **Recording Disclaimer**

Any account information & data used in this demonstration are a work of fiction.

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!



# Real Time Reports Built In

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!

## 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.

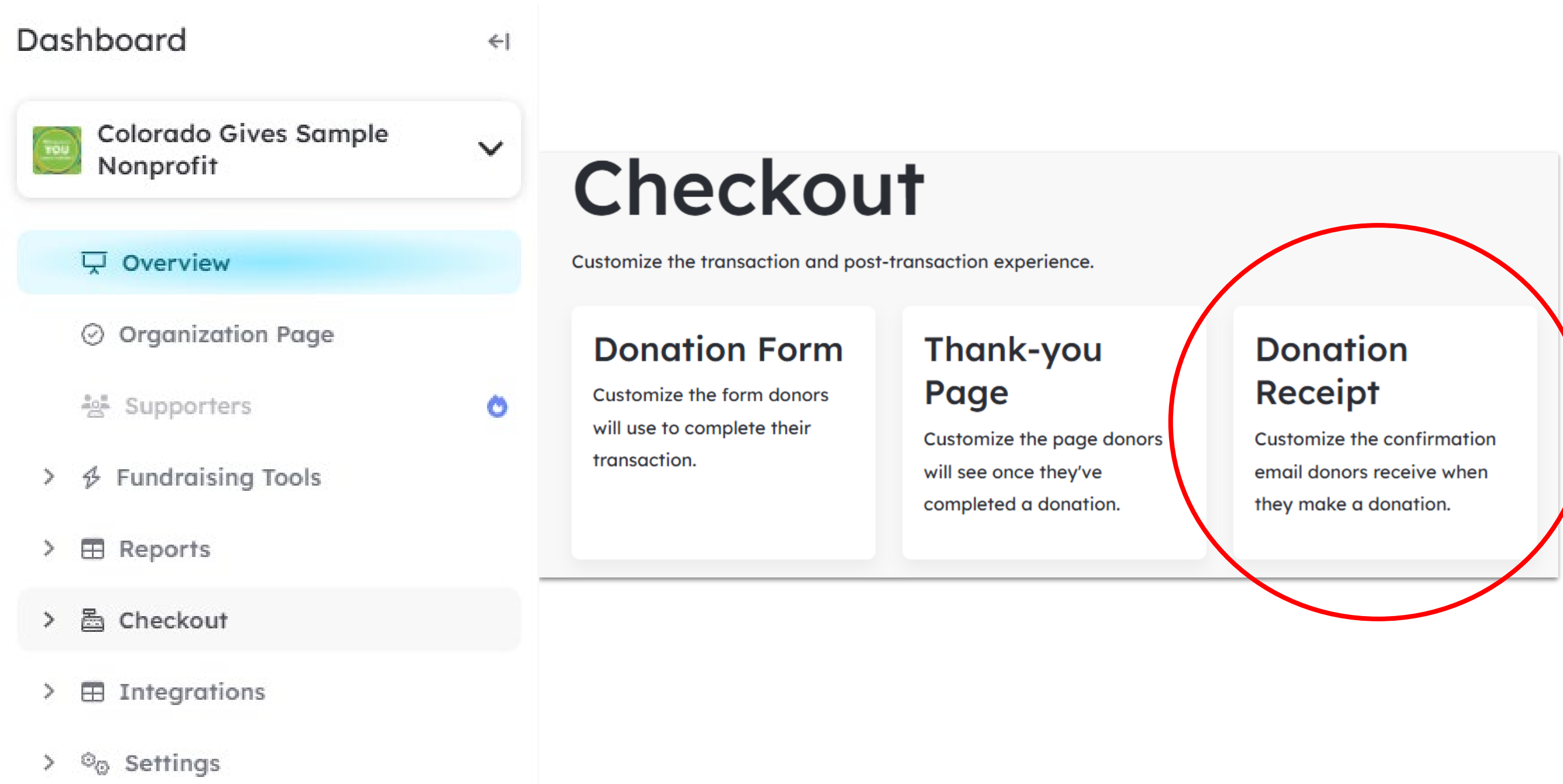


Donation Receipt  
with tax deductible  
language is emailed  
automatically to  
every donor on  
**ColoradoGives.org**

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 Seperate Thank You Email



The screenshot displays the Colorado Gives dashboard. On the left is a sidebar menu with the following items: Dashboard, Colorado Gives Sample Nonprofit (with a dropdown arrow), Overview (highlighted in light blue), Organization Page, Supporters, Fundraising Tools, Reports, Checkout (highlighted in light grey), Integrations, and Settings. The main content area is titled 'Checkout' with the subtitle 'Customize the transaction and post-transaction experience.' Below this are three cards: '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), and 'Donation Receipt' (customize the confirmation email donors receive when they make a donation). The 'Donation Receipt' card is circled in red.

Dashboard

Colorado Gives Sample Nonprofit

Overview

Organization Page

Supporters

Fundraising Tools

Reports

Checkout

Integrations

Settings

## Checkout

Customize the transaction and post-transaction experience.

### 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.



# 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



# What is Philanthropic Psychology



# What is Philanthropic Psychology?



## Philanthropy

Greek Root: Phil-anthropy  
Love of humankind

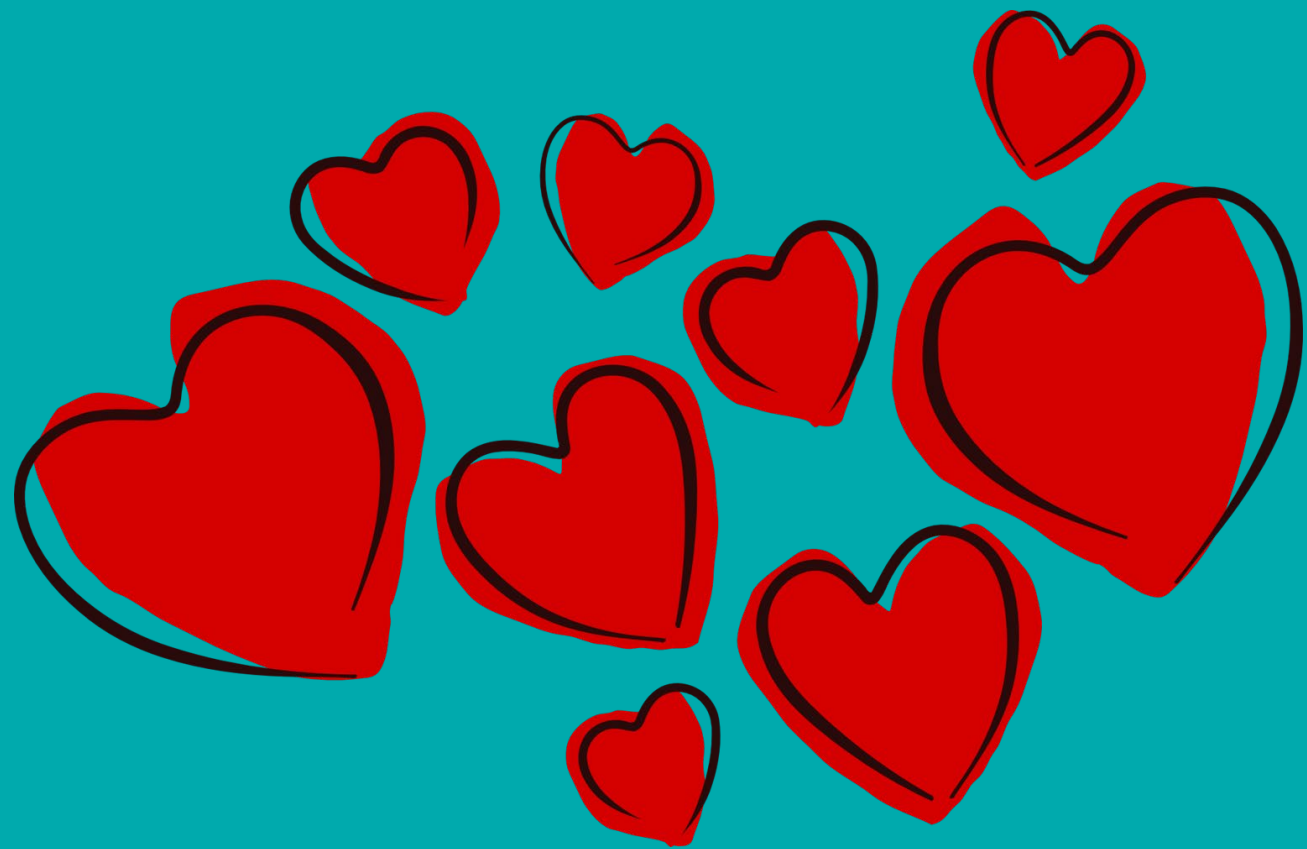
## Psychology

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

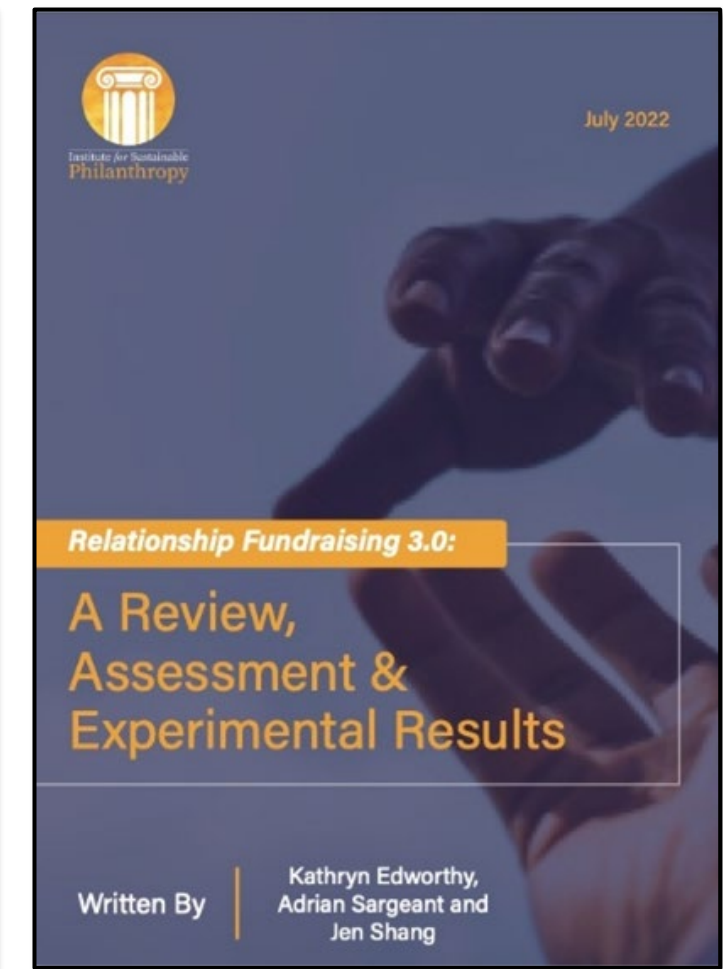
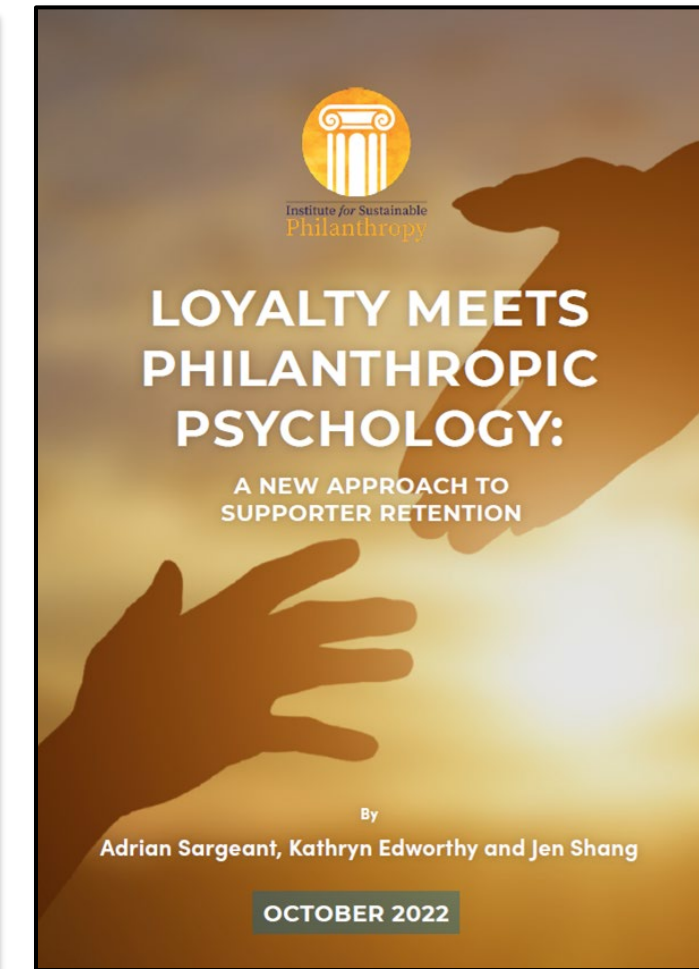
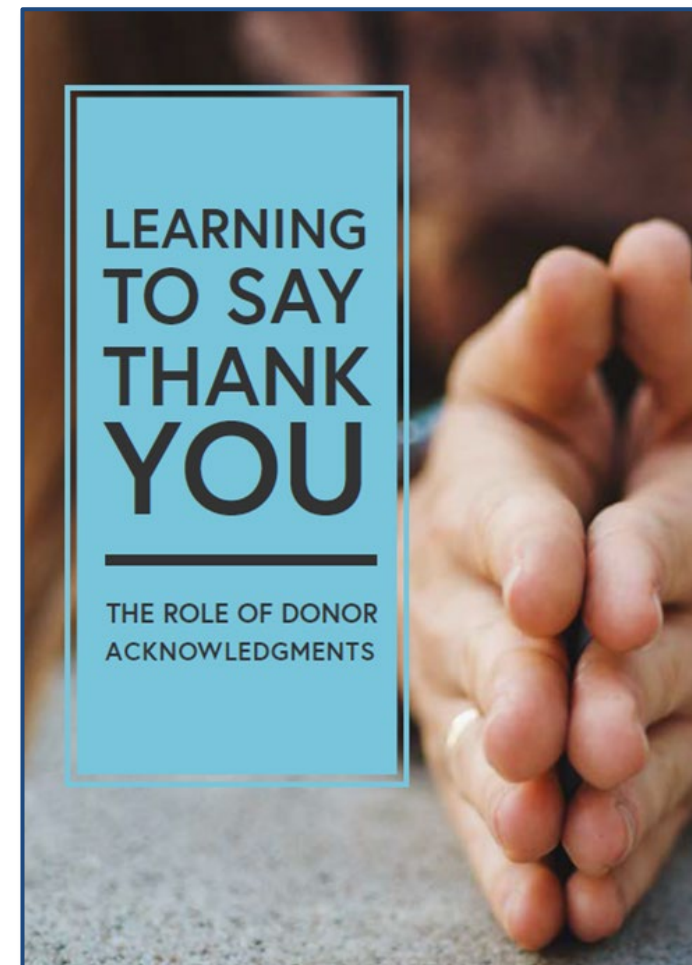
**Timeframe:** 2018-2024

## Surveyed:

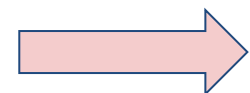
- Fundraisers
- Donors

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

P.S. This game highlights just a fraction of the real barriers people face after incarceration. But you can be part of the solution. [Find out how you can get involved with The Reentry Initiative today.](#)



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](#)

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

**Our Contact Information**  
The Reentry Initiative  
402 Kimbark St.  
Longmont, CO 80501  
720-640-9513  
<http://reentryinitiative.org>

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



the *Reentry* INITIATIVE

Help and Hindrance on the Reentry Path

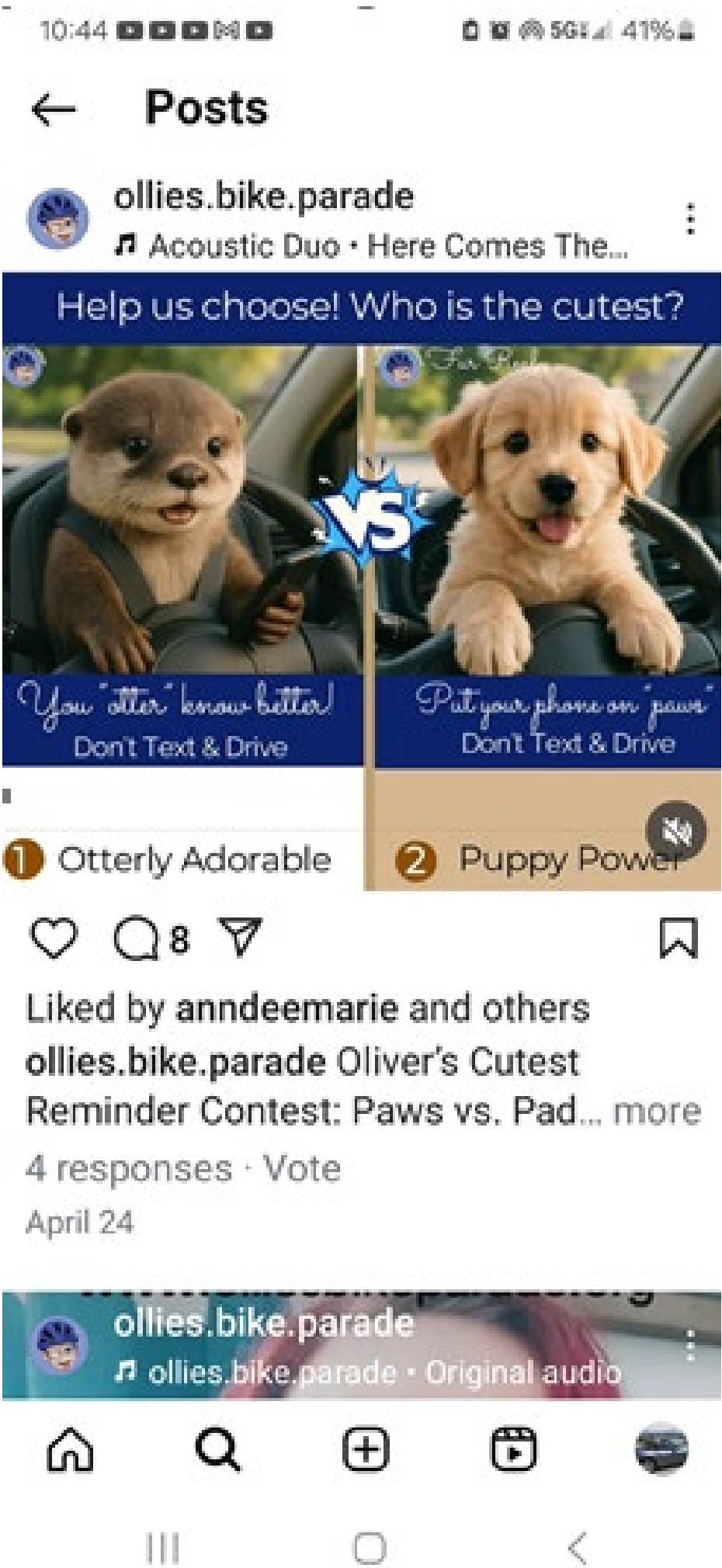
25 Obtain new hygiene products. Go to 26	26 Got a Job! jump to 29	27	28 Have to pay court fees & restitution. Go back to 24	29	30
24 Missed bus = missed appt with PO Start Over	23 Donate blood for cash. Go to 24	22 CYCLE OF ADDICTION! Roll Dice to go backward	21 Can't pay rent and eat go back to 17	20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



START Here! Roll the dice to get on the board

# Example from you!

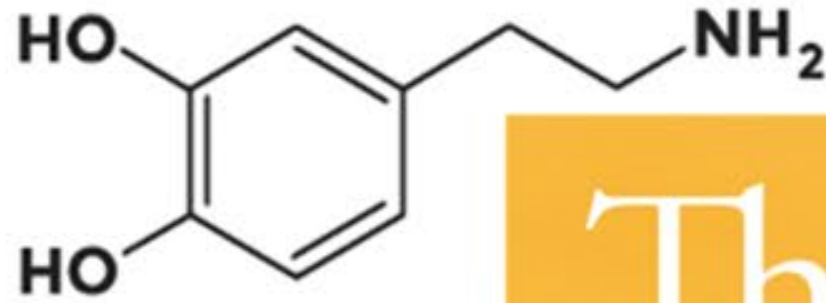
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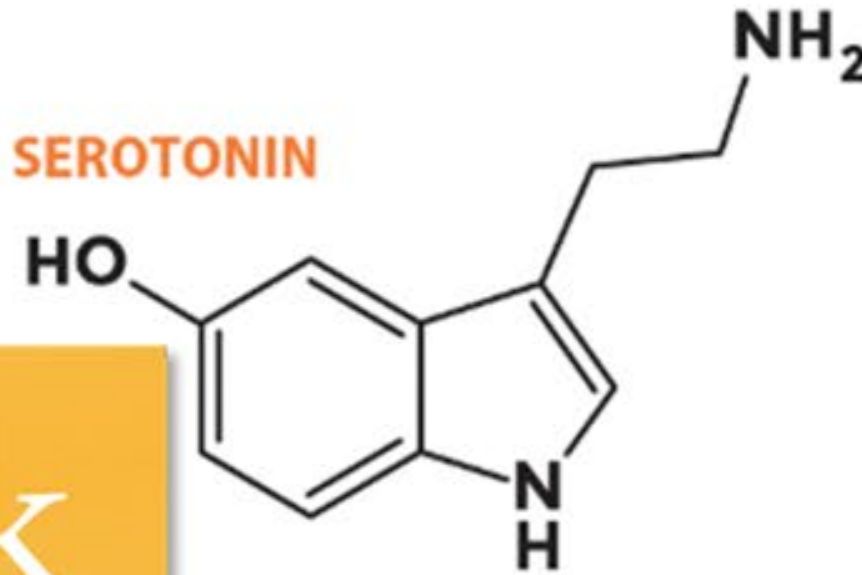


Meet the happiness chemicals:

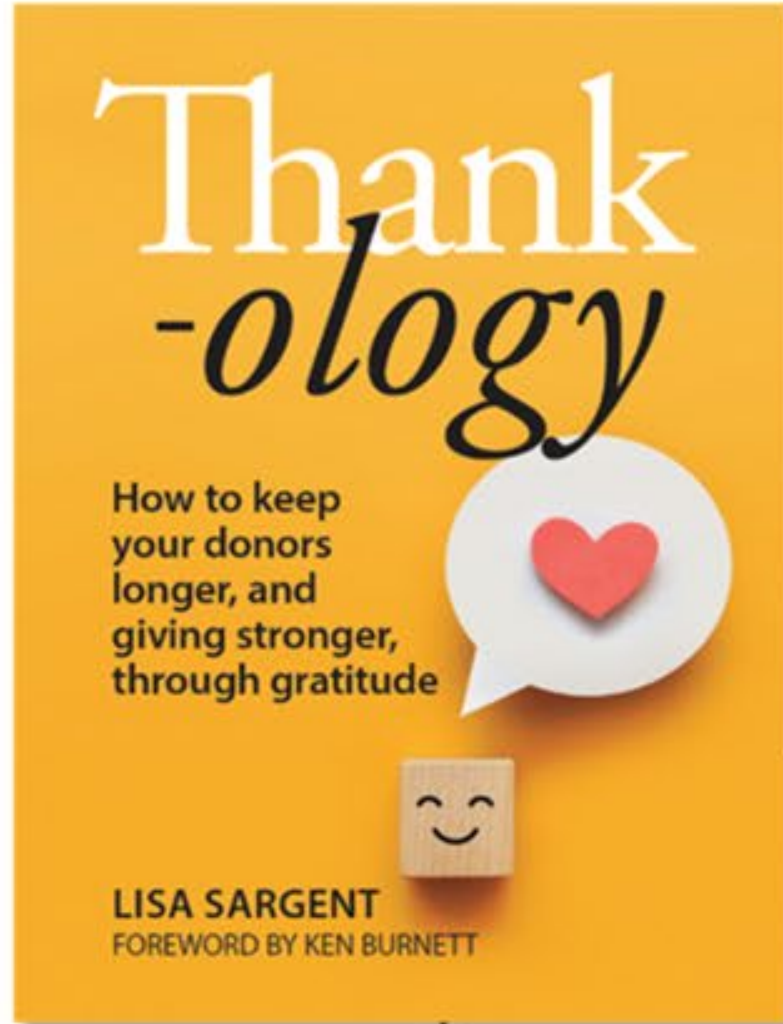
DOPAMINE



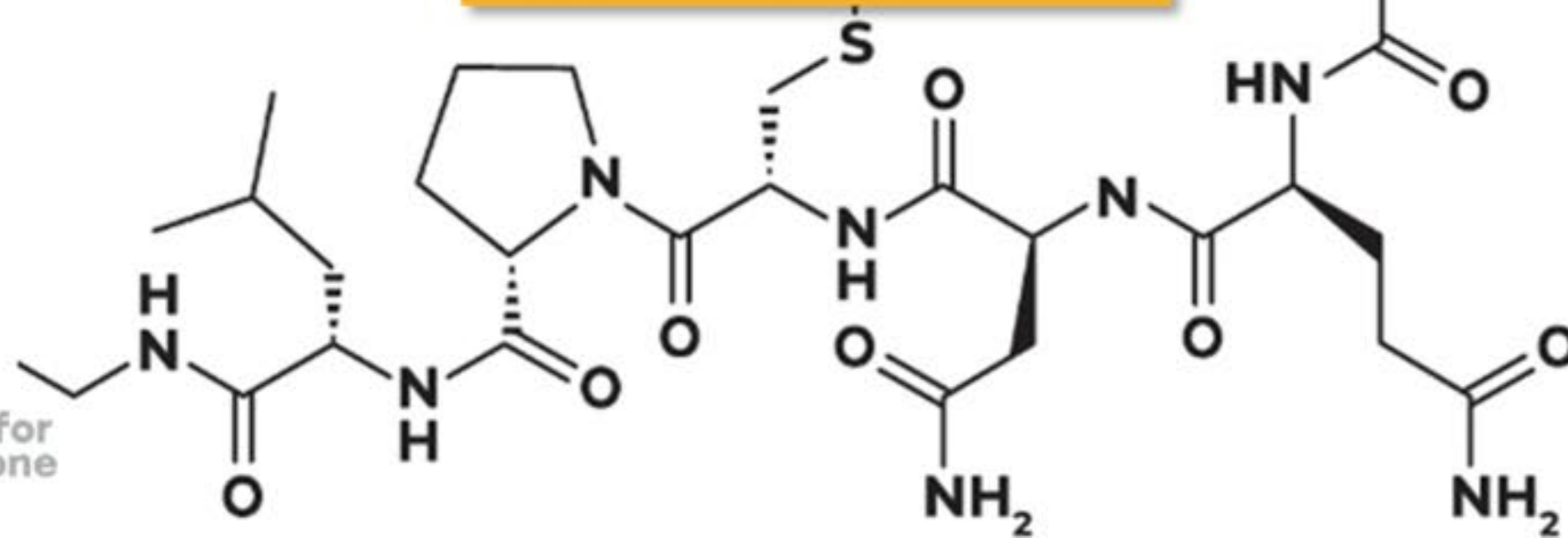
SEROTONIN



OXYTOCIN



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

# Topics For Today:

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- ~~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



# Building Blocks of Thank Yous





Your donation has been processed.

Where is the love?



2-3X the love! ❤️

MYANMAR EARTHQUAKE:  
HELP SURVIVORS NOW

trócaire  
TOGETHER FOR A JUST WORLD

GIVE TO RUSH RELIEF

Good for  
everyone

## <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.

Trócaire 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 Trócaire family, today and always. Together for a just world.

*Caoimhe de Barra*

Caoimhe de Barra, CEO, Trócaire

PS. You'll soon receive official acknowledgment 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](mailto: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 Trócaire partners and networks on the ground in Myanmar. Thank you for giving. Thank you for caring. You are a light to us here. (Waje and her son, Myanmar. Photo: Trócaire)

**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 Trócaire 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 Trócaire, 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, Trócaire

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](mailto: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**

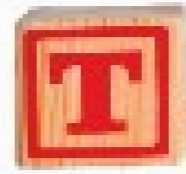
**A = ASK**

**N = NOTIFY**

**K = KINDLE**

**U = UPDATE**

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



– **THANK** and tell the donor their gift was received – confirmation.



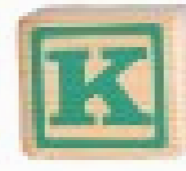
– **HELP** the donor to see what their gift is doing (or will do) – justification.



– **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.





# Six Blocks: Just Think “THANK-U”



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**You give me hope too, <Informal Salutation>.**

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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,

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K-KINDLE

H-HELP

T-THANK

U-UPDATE

N-NOTIFY

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

Personal

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

# 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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**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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with Jen Shang**  
**24 June - 10am MDT**  
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- ~~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

# **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:

askdirect

DONORSEARCH

DONOR  
REPUBLIC

PURSUANT.



## 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:

askdirect

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[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](#)



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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?

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

T

- THANK and tell the donor their gift was received – confirmation.

H

- HELP the donor to see what their gift is doing (or will do) – justification.

A

- ASK the donor for something other than money – invitation.

N

- NOTIFY the donor how they can reach you with questions – information.

K

- KINDLE good feeling – illumination

U

- UPPLOID the donor's gift is helping – from you –

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

convey appreciation for the donors as people (what they do for an organization).

thank-yous charge the fundraising longer philanthropic culture.

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

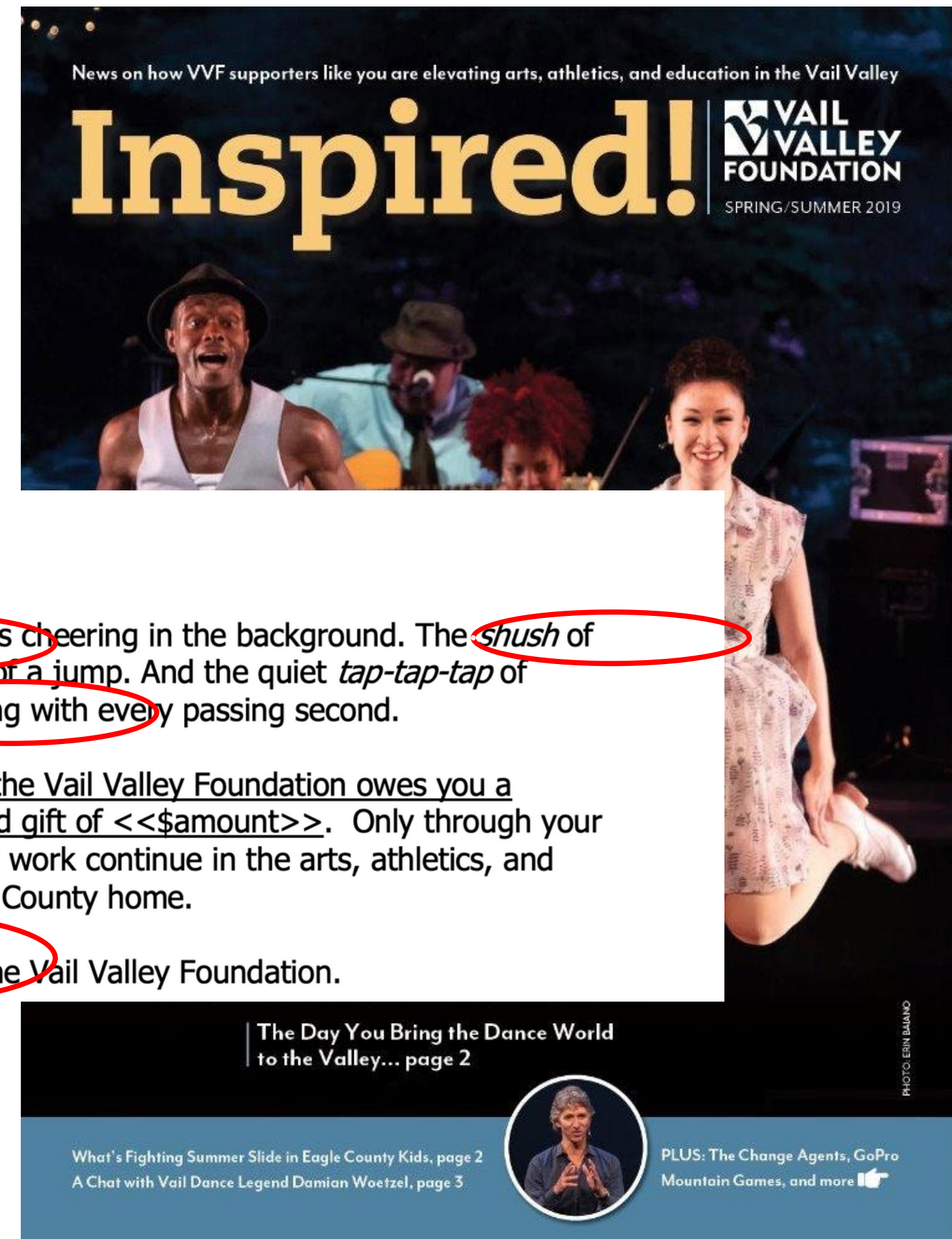
- “*roar* of a concert”
- “*shush* of skis”
- “avidly learning”
- “You are the lifeblood”

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.





# Self-Kindness Love

## 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

## 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.

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



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..

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- T** - **THANK** and tell the donor their gift was received – confirmation.
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# 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



# 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](mailto: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 & Lear  
with Jen Shang**

**24 June - 10am MDT**

**<https://bit.ly/4jFseMf>**



making  
good  
happen

Thank you!

