

Donor Thank You Checklist

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.
- I have a system in place to promptly thank all donors.
- I have written an exemplary thank you letter template.

Personalization and Accuracy

- They're signed by a real person.
- I acknowledge gift designations and dedications.
- I reference the appeal or campaign that prompted the gift (if applicable).
- Thank you notes are personally directed to the donor—not to "Dear Friend."
- I include contact information so donors can get in touch.

Gratitude

- I express heartfelt thanks for the gift at least twice in each note.
- I give the donor credit for the impact of their gift.
- I give thanks without asking for anything else—neither time nor money.

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.
- I respect donors' communication preferences.

Don't Forget

- Receipts and thank yous are two separate pieces of communication.
- If a message's goal is to thank, don't ask for another donation.
- This is only the first step to creating a positive relationship with a donor.