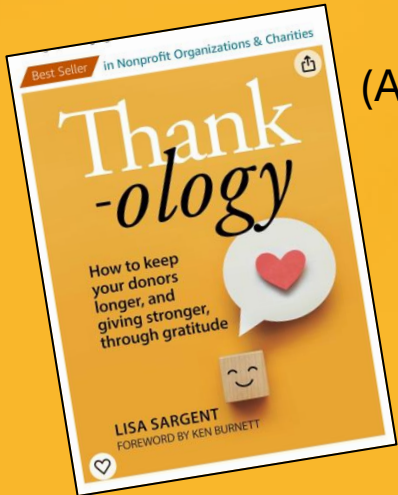


Premiered for Pamela Grow's subscribers and...



So Much More than **Thank You**

How to Unlock the True Power of Gratitude for Your Nonprofit



(A book launch companion to *Thankology*)



Presented by *Thankology* author and fundraising copywriter

Lisa Sargent

The first question you'll face:

WHY THANK AT ALL?

"It costs too
much to thank"

"Personally,
I wouldn't want
a thank you"

"Okay but we have
to include an ask
for another gift"

"What's the
ROI?"

"Saying thank you
is wasteful"

"Seriously, our
donors do not
care about
being thanked"

"(What's so funny 'bout) **peace, love, and understanding?**"

-- Elvis Costello



Why thank at all?

Some numbers, for starters:

- An increase of 10% in donor retention can yield **up to a 200% increase** in the lifetime value of your donors.

(Adrian Sargeant, Institute for Sustainable Philanthropy)



Why thank at all?

Growing loyalty grows income (more numbers):

- A +1-point increase in supporter loyalty over 3 years can lead to **20% more income...**
15% more donors continuing to give... and
9% more legacy pledges

(Roger Lawson and Richard Spencer, About Loyalty)

But... how do you know it's the thanking?



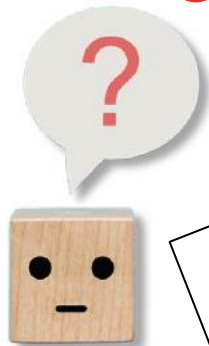
Why thank at all? JUST thanking:

13.2% “I was **never** thanked”

9.2% “I **can’t recall** supporting the organization”

8.1% “I **haven’t been informed** how my donations were used”

5.6% “The organization **no longer needs** my support”



“Did they forget
about me?”

*(Donors respond to why they no longer support an organization,
from “Managing Donor Defection” by Adrian Sargeant)*

BUT... I’m here because gratitude is MORE than numbers. Right?

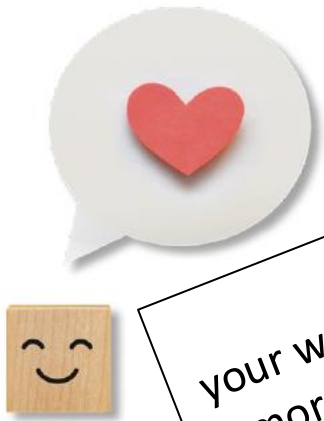


Why thank at all?

A speed-run through gratitude neuroscience:

- Senders **overestimated** how awkward they would make recipient feel
- Senders **underestimated** how much the letter of gratitude would mean

(Amit Kumar and Nicholas Epley, “Undervaluing gratitude: Expressers misunderstand the consequences of showing appreciation”)



“YES:
your warm thanks matter
more than you know”



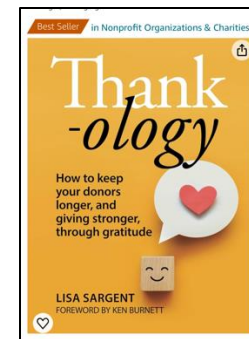
Why thank at all?

One more for neuroscience, The Gratitude Effect:

A simple thank-you letter...

- Doubles **sense of self worth**
- Doubles willingness to offer **future support**







(Francesca Gino, Harvard Business School and Adam Grant, Wharton School, “A Little Thanks Goes A Long Way”)



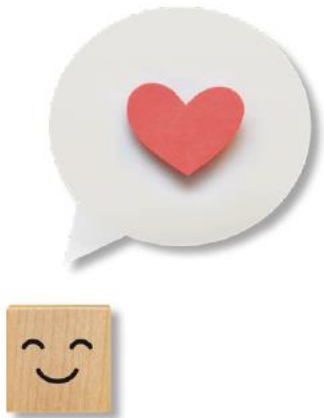
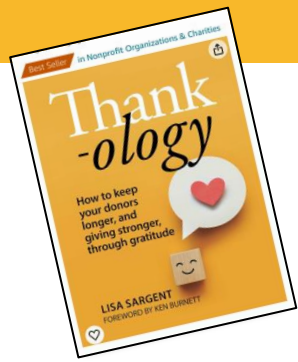
More in the book.
(Think: “nerd-level” more.)
Now... Let’s thank!









Think THANK-U: Your 6 Building Blocks

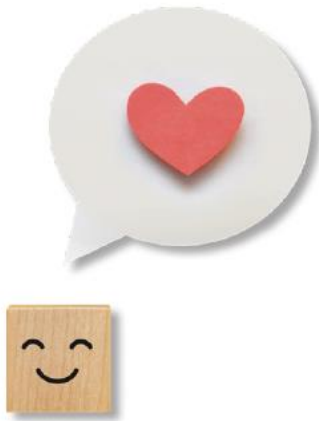
-  – **THANK** and tell the donor their gift was received – confirmation.
-  – **HELP** the donor to see what their gift is doing (or will do) – justification.
-  – **ASK** the donor for something other than money – invitation.
-  – **NOTIFY** the donor how they can reach you with questions – information.
-  – **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.

How's that look in real life?
Here you go...



Think THANK-U: Your 6 Building Blocks

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-  - **UPDATE** the donor on when they'll next hear from you – expectation.



“I love getting letters back on how I have changed someone’s life. I always shed a little tear it makes me feel so good.”

-- Donor response to a supporter survey question on “Anything else you’d like to share?”



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Dublin 8

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Merchants Quay Ireland

A hot meal. A helping hand. A fresh start.

Title Surname
Address 1
Address 2
Address 3
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DATE

Dear <<Salutation>>,

He cast one last look over his shoulder at MQI as he walked away, and he smiled at us. “Thanks a million,” he said.

His body and clothes were clean. His hunger and thirst, quenched. And on his freshly tended and bandaged feet?

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Copywriter: Lisa Sargent | Design: Sandie Collette, S. Collette Design
Client: Merchants Quay Ireland



Think THANK-U: Your 6 Building Blocks



– Thank and tell the donor their gift was received (confirmation).

If the thank-you is for a specific purpose, such as a gift to stock your summer camp's medical supplies, say that. Include the amount, if that's your policy (I do this for my clients so that the letter serves as a gift receipt too, and we've had no complaints from donors).

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Think THANK-U: Your 6 Building Blocks



– Help the donor see what their gift is doing, or will do (justification).

When I say the gift was received and how much it was, I add a brief phrase stating what it is doing or, far more likely, will do. Since the thank-you is sent within 48 to around 72 hours (read Chapter 15 to explore why), if you report back to the donor on what the gift has already done, it will ring false.

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Client: Merchants Quay Ireland



Think THANK-U: Your 6 Building Blocks



– Ask the donor for something other than money (invitation).

Invite the donor to a tour, to visit your shelter or school or sanctuary, anything relevant and supporter-centric that you can absolutely honor.

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– Notify the donor how they can reach you if they have questions (information).

This means a phone number that will be answered by staff that have been properly trained on answering donor calls, and know who to refer donors to if there are further questions.

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Think THANK-U: Your 6 Building Blocks

K – **Kindle good feelings by describing how the gift is helping in human, emotional, inspiring ways (illumination).**

Below are two examples, with more in the letters and snippets sprinkled throughout this book. Here your goal is to bring donors into the amazing work they're making possible, without turning it into a 5-page novel. Short and sweet is the key, and make sure it includes a reference to what they donated to in the appeal that generated the gift.

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And the lead paragraphs which you saw earlier:

He cast one last look over his shoulder at MOI as he walked away, and he smiled at us. "Thanks a million," he said.

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Client: Merchants Quay Ireland



Think THANK-U: Your 6 Building Blocks



– Update the donor on when they will next hear from you (expectation).


All of my clients dependably mail donor newsletters, and most send regular newsletters. We establish expectation, reliability, and consistency this way.



“I cannot get over how thankful you are for the little I send – my love & good wishes to you all.”

-- From T.W., a real-life donor, upon receiving their thank-you





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Think THANK-U: Your 6 Building Blocks

Below is a sample of an update paragraph for a nonprofit that mails a donor newsletter:

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And here's a sample for a nonprofit that doesn't mail a newsletter:

P.S. We post updates the moment they happen on our Facebook page, so be sure to follow [redacted] for the latest updates on elephants and on all you make possible for the animals. Thank you again, from all of us at [redacted].



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Think THANK-U: Your 6 Building Blocks

Pro tip:
Send it with a BRE.
(Business Reply Envelope.)

You don't need a reply
(donation) form.



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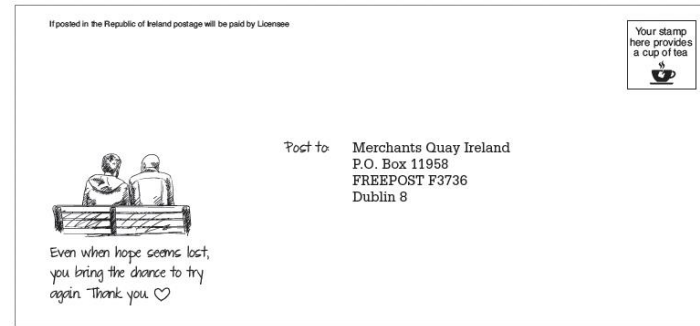
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Tony Geoghegan
CEO, Merchants Quay Ireland

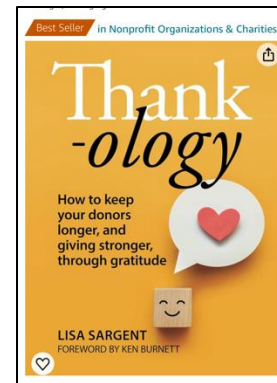
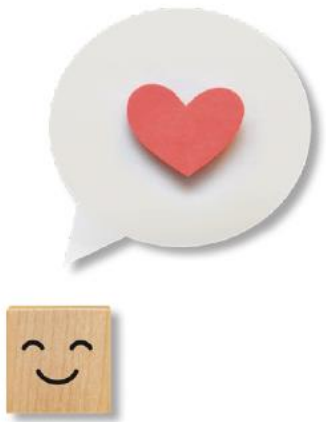
P.S. You are our heart and soul, whether you give often or you have a few lean years. And to honour the grace you bring, I cordially invite you to Coffee Mornings at our Riverbank homeless centre. Once each month we host private guided tours for you, our donors, without whom MQI wouldn't exist at all. The centre isn't in active use during those brief windows, so the tours are discreet and respect the privacy of our clients. I hope you'll join me by ringing Emma on 01 524 0139 – the next dates are XX July and XX August. Thank you again for your caring spirit.

Copywriter: Lisa Sargent | Design: Sandie Collette, S. Collette Design
Client: Merchants Quay Ireland



You are now starting to know:

- **Why thanking matters** so much (to your cause and to your donors)
- How to make thank-you letters **warm and authentic**



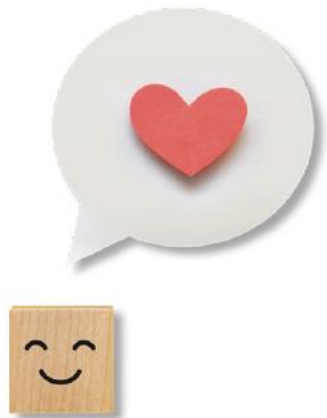
But as thankologists,
we won't stop there...



Beyond THANK-U: You can thank instantly online...

This?

Your donation has been processed.



Or this?

The screenshot shows the ChildVision website. The header includes the logo 'ChildVision National Education Centre for Blind Children' and navigation links: ABOUT US, PROGRAMMES, RESOURCES, STORIES, GET INVOLVED, WHAT'S ON, NEWS, and a DONATE button. The main image shows a woman holding a dog and a child in a wheelchair, with the text 'Thank you...' overlaid. Below the image, the text reads: 'Your donation has just changed the life of a child with sight loss and other complex disabilities in Ireland.' This is followed by three columns of text describing the impact of the donation.

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.

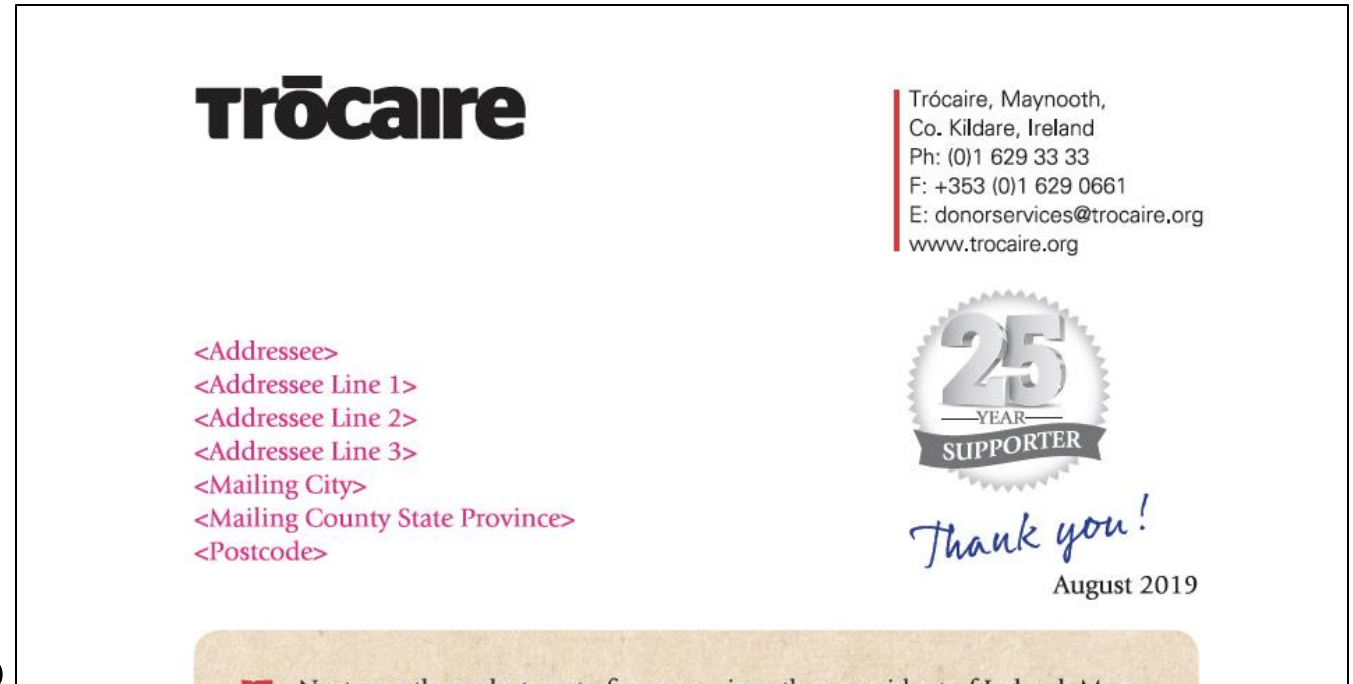


Beyond THANK-U: You can thank for milestone moments...

This?



Or this?



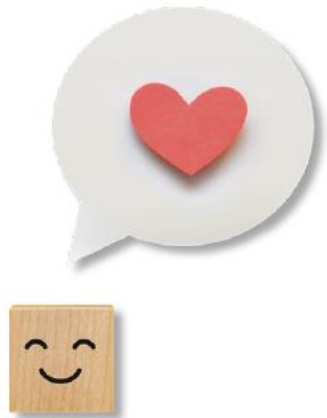
*67% increase over prior newsletter to this segment (just saying...).



Beyond THANK-U: You can thank in your annual report...

This?

On behalf of our board of directors, we are please to share our latest annual report with you as a stakeholder in the work of XYZ charity...



Or this?

You are the **SUPERHERO** in their stories. And ours...

Dear Friends,

This Annual Report is dedicated to you.

You, the donor. You, the foster parent. You, the corporate partner. The adoptive family. Public funder. Foundation. Board member. Volunteer. You.

For children in South Florida who have been abused and neglected – for families who are struggling – you are the reason we can help. Right here. Right now.

Partner. Friend. Collaborator. Supporter. You are all of these. And much more...

You are the shining superhero behind every KID story.
Our hero, too.

It's true the economy could be (far) better. True too that as we face still deeper government cuts in the months ahead, more children and families need our help – and in more heartbreaking ways than ever before. In fact, in the coming year, we're now on track to serve over 10,000 children and families – an increase of nearly 25 percent.

But because of you, the transformative work of Kids In Distress continued uninterrupted throughout all of 2012 ... from emergency shelter for a girl who'd been locked away for twelve (yes, twelve) years, to a happy forever home for a tiny baby who was born exposed to street drugs and facing withdrawal.

Brave kids. Important kids. And each one, like you, with the heart of a hero.

Read their stories on the pages that follow. Learn about the programs that changed their lives



KID President/CEO Mark Dhooge (left) paints alongside Florida Panthers' star defenseman and happy volunteer, Ed Jovanovski, during the Designing Spaces overhaul at Kids In Distress (story page 7).



Beyond THANK-U: You can thank in your newsletter packs...

This?



Or these?



BECAUSE OF YOU...

9,500 

families across Ethiopia, Kenya, Honduras and Zimbabwe secured access to water last year because of your support. **Thank you for caring.** 

How are your donations working? Let us count the ways —

Thank You for a Thousand Warm Welcomes

A safe place to rest, when before there was cold, hard pavement. A caring voice, where once there was no one. A 'how are you feeling?' and a hot meal, when all the other doors were closed. In 2017 at MOI, just a single year, these were some of the wonders worked by kind support like yours...

Recent Projects You've Helped Fund:

Healing Made Possible by You...

one Precision, safety & comfort:
1 orthopedic spine surgery table

four Lifesaving labor & delivery:
4 Fetal Monitors

one Capturing the human heart in a single beat: 1 amazing 512-slice CT scanner (currently funding)

two Increased patient safety:
2 NAD Apollo enhanced anesthesia systems

Adventist Health St. Helena's incredible new Women's Imaging Center opens October 28th!

100% Built By You: Bringing Napa Valley Women A Lifesaving New Image

THE GOAL: Build a comprehensive women's imaging center with the best technology and the best team in a rural Napa Valley community of less than 7,000. Equip it with everything women need for the earliest cancer detection, best bone density scanning, and much more.

THE MISSION? Accomplished! Learn about the new women's imaging center that's 100% built by you...

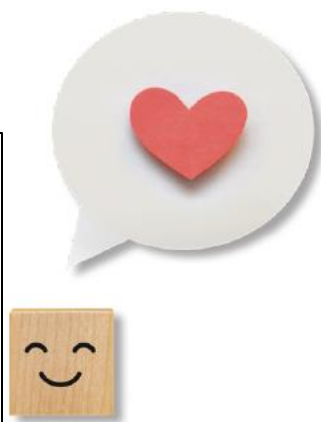


Beyond THANK-U: You can thank donors for WHO they are...



“...as a donor, without your hard work and dedication my money is worth nothing. It’s only money, you guys translate it into **love**.”

-- Letter from “Clara,” a real-life donor who has confirmed a legacy pledge in her will



- ♥ your grace and generosity
- ♥ your fighting spirit
- ♥ your heart for (animals, world change, etc.)
- ♥ your commitment to (ending oppression, etc.)
- ♥ believing in a better tomorrow
- ♥ opening a door to tomorrow
- ♥ never turning away
- ♥ staying by our side
- ♥ walking beside (beneficiaries)
- ♥ being precisely who you are
- ♥ being you
- ♥ being there
- ♥ caring as much as you do
- ♥ taking the time to give
- ♥ taking the time to care
- ♥ the sparkle in every smile
- ♥ keeping our lights on and our doors open
- ♥ keeping staff in the field
- ♥ believing that true change is possible
- ♥ staying through thick and thin
- ♥ your commitment to a brighter future
- ♥ being a force for good
- ♥ changing the world.



You're a gratitude star  for joining in. **Thank you!**
Let's continue the conversation...



 Get your copy of *Thankology* on:

- [Amazon US](#) and [Amazon UK](#)
- [Civil Sector Press](#) (Canada)
- Australia/NZ in the works – stay tuned!



Subscribe FREE to my nerdy biweekly fundraising newsletter:

lisasargent.com/newsletter



Find free resources (incl. MQI case study) at:

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