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# 2025 GUIDE

to

## DONOR APPRECIATION

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COMMUNITIES FOUNDATION *of* TEXAS

**NORTH TEXAS**  
**GIVING DAY**

SPONSORED BY 

# DONOR APPRECIATION

## What is donor appreciation?

Donor appreciation is the intentional practice of expressing gratitude to those who have contributed to support your organization's programs and operations. An authentic and meaningful expression of gratitude will make your donors feel seen and valued as members of your community.

## Why is donor appreciation important?

- ✓ **Strengthens donor relationships**
- ✓ **Increases donor retention**
- ✓ **Encourages donors to give more and invite their networks**

## Important Tips

### Send Thank-You Messages Promptly

- You risk losing donors if you wait too long to send thank-yous. Send emails within two days, and mail thank-you notes within two weeks.

### Add a personal touch

- Donors automatically receive a generic email after donating on [NorthTexasGivingDay.org](http://NorthTexasGivingDay.org), thanking them for their donation, and they don't need another one! Send a personalized note including the donor's name, how their gift will be utilized, and its impact on your mission (e.g., "Your \$50 gift will purchase four new books for our students.").

### Do not include a donation request








- It is important to properly acknowledge and appreciate each gift. Including an additional donation request in the thank-you letter can make it feel disingenuous. A good rule of thumb is to have three touchpoints before making another donation request.

# BUILD YOUR STRATEGY

Meeting your fundraising goals is one measure of success, but it isn't the only one. Campaign goals are used to create momentum. To maintain that momentum, you'll need to continue nurturing your donor relationships.

You may choose one strategy for all of your donors or segment your donor base into groups, depending on common characteristics or preferences.

Consider creating a **Stewardship Matrix** like the one below to help structure and simplify your thank you strategy for donations at every level!

	Gift Amount: Less than \$99	Gift Amount: \$100-\$499	Gift Amount: \$500-\$999	Gift Amount: \$1,000-\$4,999	Gift Amount: Greater than \$5,000
Thank you email within 48 hours					
Phone call from board or staff member					
Handwritten letter from staff member					
Recorded video from Executive Director					
Hand written thank you from Executive Director					

# CREATIVE WAYS TO EXPRESS GRATITUDE

**As you plan your North Texas Giving Day campaign (and beyond!), we encourage you to develop your own appreciation planning as part of your efforts. Below are a few creative ideas for expressing gratitude.**

## **Handwritten thank-you letters or notes**

- Handwritten notes make for a nice surprise in an era full of digital communication. Imagine going to your mailbox, seeing your usual stack of ads, bills, solicitations, and an envelope with your name handwritten on it. More than likely, the first one you're going to open is the one personally addressed to you! Consider having clients, board members, volunteers, or staff assist with the writing of the thank-you notes to deepen the importance and impact of their gift. The donor receiving the note will truly feel like they are a part of your community.

## **Videos**

- Thank-you videos are great ways to thank your donors enthusiastically and genuinely. Thank-you videos have a short appreciation message to donors and can be sent to them in just a few minutes! This is one of the fastest ways to show your appreciation after receiving a gift. Consider personalizing these videos and making them unique to each donor.

## **Personal phone calls**

- By personally calling to thank donors for their support, you can strengthen your relationship with the donor and have a huge impact on how they perceive your organization. Consider having board members assist with these calls, as they are some of your most valuable ambassadors!

