

Thank your donors email Checklist

You know you should thank your donors. But you should do it more often than you might think.

Studies show that you should thank them at least seven times before asking for another donation. Do not send them any other fundraising emails. Don't include them in your regular newsletter just yet.

So I compiled a checklist when you should thank them and prepare the next ask.

Day 0: The day of the donation. Send them a thank-you email as soon as possible. Even before the receipt. They don't care about the receipt. They want to know that you appreciate their help.

Day 5: Thank them for their donation 5 days ago. Thank for their donation, include the amount and the campaign they contributed to, if any. And tell them how they can reach you and that they should contact you if they have any questions.

Day 10: Explain what the money is used for. Highlight a certain project (if they contributed to a specific project you must use it) and send photos or testimonials with it.

Day 15: Tell them how awesome they are and that you are glad that they are part of your organization and your cause.

Day 30: One month ago they made a huge contribution and you want to send them a special thank you. Ask for their postal address. And send

them a small gift.

Day 40: Have a board member or some of your staff write them and thank them properly. It does not need to be fancy Just thank them and tell them that you're here to listen.

Day 60: Two month ago they made an impact for your organization. Send them another project update. What had been done in the last two month?

Day 65: Now is the time for a new ask. Ask them to increase their donation or update to monthly or include them in your normal fundraising emails.