

Thank a Donor Seven Times

How Do You Thank a Major Donor? The Tradition States That We Should Thank a Donor Seven Times

1. Send them a hand-written thank you card.
2. Have a board member or other volunteer call them.
3. Have a recipient send a hand written card (or draw a picture.)
4. Announce their generosity at an event.
5. Put a plaque, brick, sign, etc. on the wall.
6. List them as a donor on all your publications for at least 12 months.
7. Give them a plaque or other gift in front of someone/audience. Take their picture.
8. Give them free admission or some sort of membership discounts (e.g. for a zoo membership they could have free train passes or passes to the shows.)
9. If it is a large gift send out a press release. Hopefully a newspaper will pick it up.
10. Invite them to a special event with recipients attending. Perhaps you represent an elder care organization and you are having a Holiday Bazaar. Make certain your donors are invited and, if appropriate, invited to participate.
11. Make sure they see their name at all events. People get a real kick about being publicly acknowledged. Put up a poster with donors' names, make centerpieces honoring donors (be careful not to leave your lower level donors out!)
12. Give them a special event or privilege. A local theater group has a behind-the-scenes party for donors of a certain level. It includes drinks and hor'doerves.
13. Remember them at holidays. If you are a scout troop that has been supported by your community how about having a free "thank-you" event for the neighborhood kids?
14. Probably the biggest act of appreciation is to involve the donor. Ask him/her to make the "asks" at an upcoming campaign. Having a donor ask for donations is extremely powerful and it sends a message that they are part of the whole, part of the solution, and that they are important!

By Pat Gilbers http://EzineArticles.com/?expert=Pat_Gilbers
Article Source: <http://EzineArticles.com/1690159>