

# 8-SAYING THANK YOU

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## Equipping Notes

Fundraising Resources

### SYNOPSIS

Saying thank you is the most overlooked and critical step to complete in order to become a great, long-term fundraiser.

### KEY POINTS

Our best fundraisers intentionally thank their donors in personal ways.

- **Make it matter.** Write from the heart. Handwritten letters always work the best.
- **Remember, this is about relationship.** Your donor is a real person with a real life and with real problems, too. God is at work in your relationship with them and you are inspiring them to allow God to do big things in their life, too. Be ready to see what God is doing in them, just the same.
- **Be cost effective.** You don't need to spend a lot of money on trinkets. Some donors it might make sense to take and have a coffee, but most simply appreciate a personal thank you.
- **Remind them of their personal impact.** Make it personal for them that real people are now living with a greater fullness of life because of them. Girls are no longer walking to fetch water in unsafe conditions. They are going to school. Families now have one less thing to worry about and one less thing to make them sick.
- **Mention that this is not a short fix but a commitment to solve a big problem.** They know you will be asking again at the next event. They will be ready to make a difference again.

### RESOURCES

Look to your peers and search online retailers for fun and creative ways to send thank you cards and messages in ways that your donors will appreciate.

[Etsy Thank You Cards to Purchase](#)

[Amazon Thank You Cards to Purchase in Bulk](#)