Thanking Your Donors

How to acknowledge and delight your donors to make them feel like the heroes they are!
Before The Day
Head to GiveGab!

DAY OF GIVING

May 4 6PM - May 5 6PM

24 Hours Dedicated to Philanthropy in Our Community

Register your organization to participate.

REGISTER NOW!
Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- **Add Your Organization's Info**
  *Let people know who you are.*

- **Add Your Story**
  *Tell potential donors why they should contribute.*

- **Add Bank Account Info**
  *Set up your banking information to receive secure online donations.*

- **Add Donation Levels**
  *Show your donors the impact their donation makes.*

- **Add a 'Thank You' Message**
  *Personalize your auto-response for donors ahead of time.*

- **Add Fundraisers**
  *Recruit peer-to-peer fundraisers to expand your network of donors.*

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**Share Your Page**

www.givingday.org/education-for-all

**More Actions**
- Add An Administrator
- Add Offline Donation
- Manage Sponsor Matching
- Manage Donations
• Write a personal message to be included in your thank you email to everyone that supports your organization on the Giving Day
• Add your own photo or video
• Sent immediately to your donor’s email when they make a gift during the Giving Day period
Thank You Email Preview

- Your own custom content alongside your Giving Day’s branding
- Includes a link to your organization’s website so supporters can continue to learn more after they give
- Message does not come from GiveGab or your Giving Day, but whoever you designate as the contact person for your organization on GiveGab
- Also includes specific donation information to act as a receipt
After The Day
Your Giving Day Donation Report

Pro Tip: Download a CSV file of your complete donation report for more information
Maximizing Your Data

- Who increased their giving from year to year?
- Who were your most successful P2P fundraisers?
- Who are your first time donors? Did they come from P2P?
- Who left a personal comment?
- Who chose to donate to a specific campaign?
Segmenting Acknowledgements

● Every donor is important, but not necessarily equal

● Determine your donor segments
  ○ By Giving Level
  ○ By Entry Point
  ○ By Giving History

● Create a realistic strategy to thank all of your donors appropriately based on their segment
The larger the gift the more personal the acknowledgement.
The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals quickly and easily
General Acknowledgement Tips

- If possible, personalize your acknowledgements!

- Highlight the impact of the donor’s contribution
  - Example: “With the dollars raised we have helped 50 people in need”

- Include additional opportunities to get involved
  - Example: “Join us on Sunday for our Summer BBQ Jamboree”

- If publically acknowledging any donors, be sure they are comfortable with how their names are being displayed
Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks
Key Takeaways

- Creating a strategy for acknowledging donors can help you build stronger and longer lasting relationships.
- Highlighting the donor’s impact allows the donor to appreciate the value of their contribution.
- Providing more opportunities to get involved is crucial.

There is no such thing as too much gratitude!
We’re Here For You!

- Visit Our Help Center
  
  [https://support.givegab.com/](https://support.givegab.com/)

- Send us an email at
  
  CustomerSuccess@givegab.com

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  
  ○ Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com