





PROFESSOR OF MARKETING  
THE PHILANTHROPY CENTRE

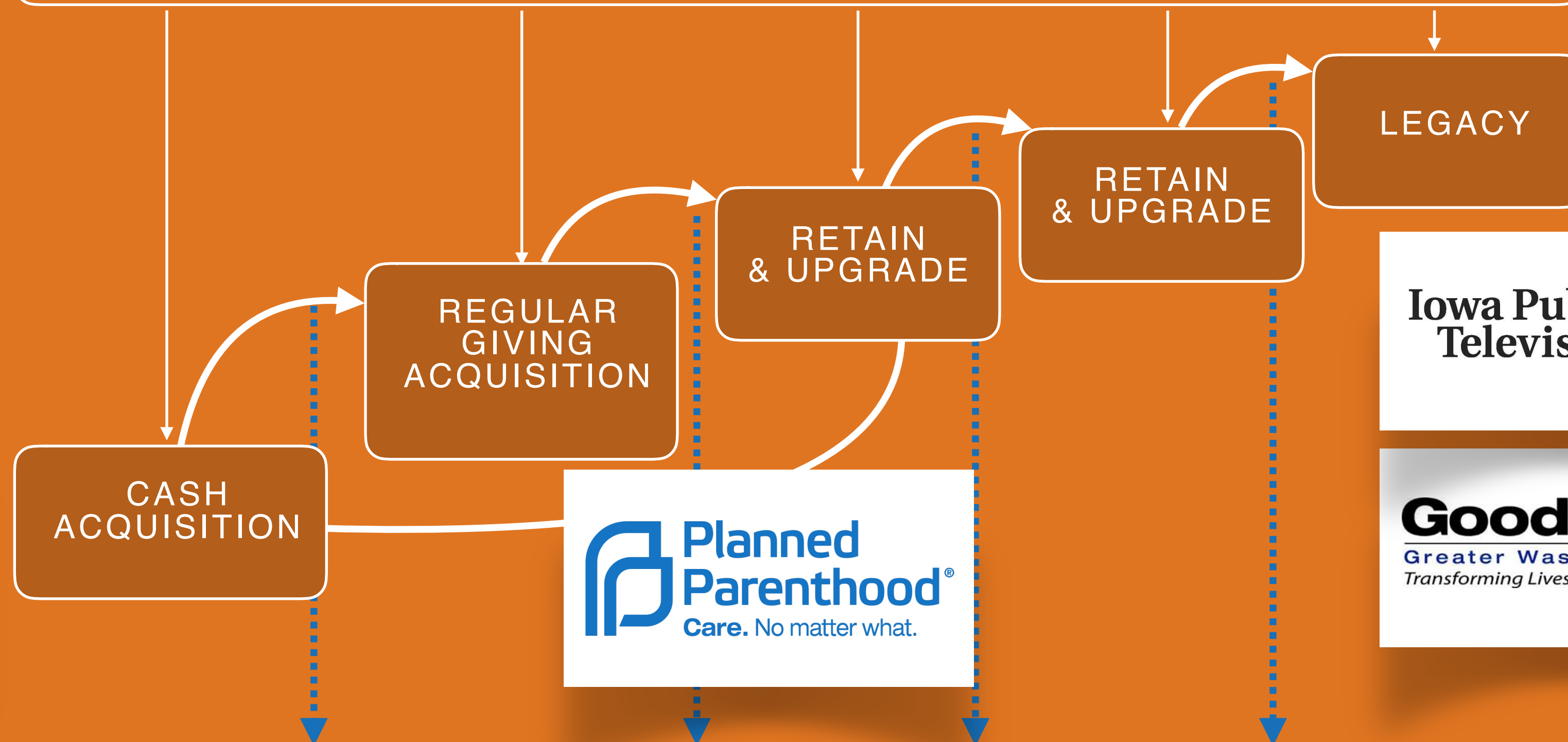
**Professor Jen Shang Sargeant**

# Learning to Say Thank You

JEN SHANG

Professor of Philanthropic Psychology  
Co-Director At the philanthropy centre

# CHARGING



Brady Campaign  
★ ★  
To Prevent Gun Violence

 **Planned Parenthood®**  
Care. No matter what.

Iowa Public  
Television 

**Goodwill**   
Greater Washington  
Transforming Lives and Communities

# Brady Campaign



## To Prevent Gun Violence



# RESIST **ARM ANYONE**

Tell Congress: RESIST the Gun  
Industry's Zimmerman Bill to  
Arm Anyone!

by: Brady Campaign to End Gun Violence

target: U.S. Congress

**Brady Campaign**



To Prevent Gun Violence

**14,240** SUPPORTERS

**15,000** GOAL



Dear {First Name}

Thank you. Thank you. Thank you!

Thank you for signing the Brady Campaign petition to oppose the “Arm Anyone” bill!

By signing the petition to oppose the Zimmerman bill to “Arm Anyone”, you joined an army of hundreds of thousands of passionate people who care. You also stood up to say that you have had ~ENOUGH of the fact that more than 33,000 people die every year from gun violence.

Together, we stand up to end gun violence.



You support also made all of us here at Brady feel very, very good about what we do. Thank you.

In gratitude, we wonder if there is anything we could do for you. Would you answer three quick questions to help us understand you better?

Thank you.

TAKE SURVEY



Condition 2

Condition 2

What's important for Brady?

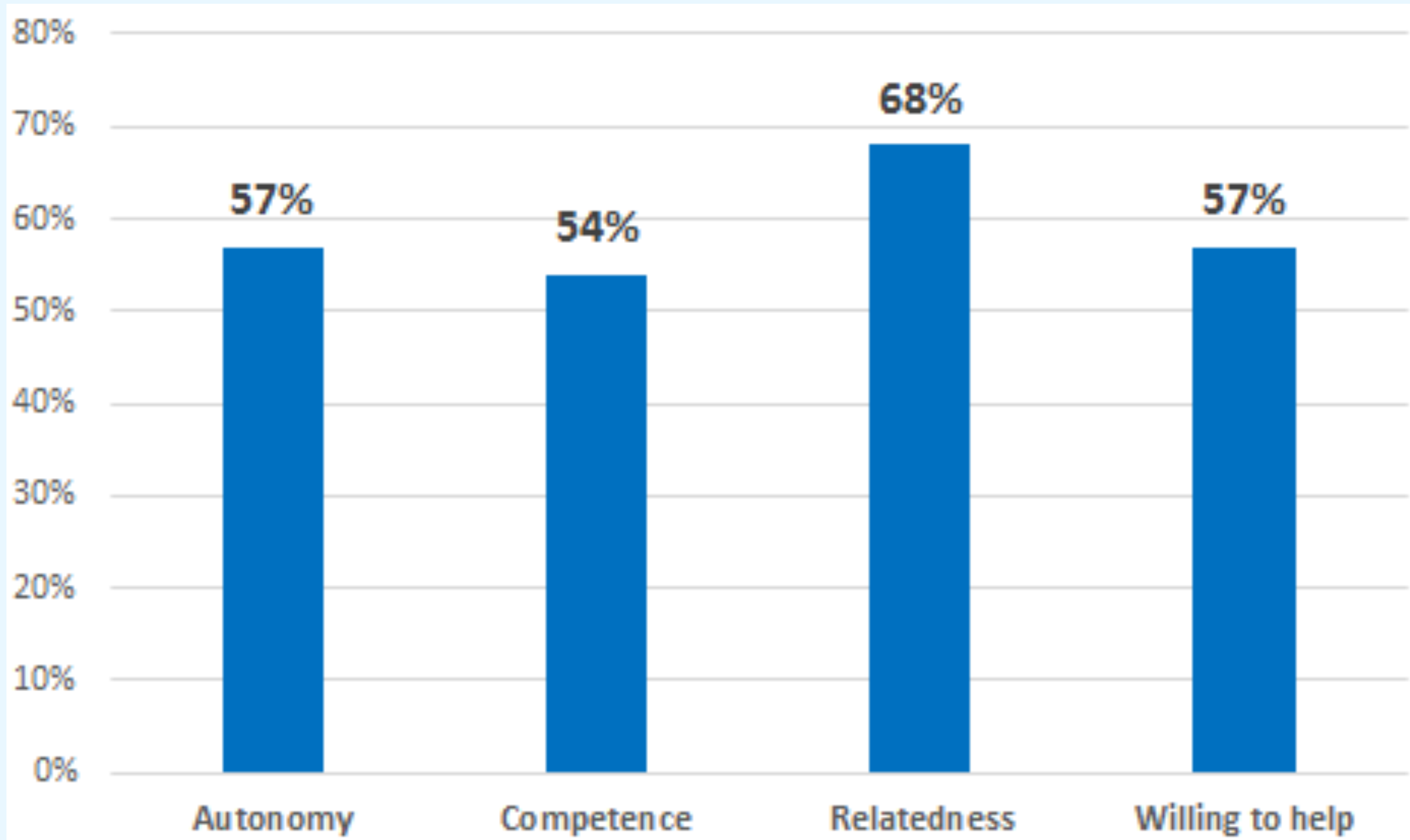
Donor wellbeing

Donor wellbeing

Donor intentions

Donor intentions

What's important for Brady?



Donor wellbeing

Donor intentions

What's important  
for Brady?

How did signing the petition make you feel?

☐ Yes! Signing the petition made me feel I can voice my beliefs

☐ Yes! Signing the petition made me feel more strongly connected to those who need protection from gun violence

☐ Yes! Signing the petition made me feel I can make a meaningful difference



Condition 2	Condition 2
What's important for Brady?	Donor wellbeing
Donor wellbeing	Donor intentions
Donor intentions	What's important for Brady?



## Acknowledgement Received

Thank you for taking the time to read this letter. I often write to you to ask for a gift, but not today.

**Today, I want to tell you that you are the real gift.**

Today, I want to thank you for changing lives.

Your past support of Planned Parenthood of Southern New England (PPSNE) changed Lauren's life.

After suffering years of abuse, Lauren found renewed hope for safety: gifts like yours allowed her to get her first well-women exam. This meant the world to her – safe, non-judgmental care provided by informed and thoughtful health care providers.

## No Acknowledgement



Those who received the thank-you letter gave on average **\$45** more than those who did not. This is a **67%** increase in giving.





# Iowa Public Television



## CEO Centred

*From the desk of* **Susan Moritz**

**Friends**  
Iowa Public  
Television 

Dear <<Letter Salutation>>,

I am not going to ask you for money today. I have done a lot of it over the years, and you can bet I will do it again some time very soon, too.

But not today.

Over the years, I have told you over and over again how many wonderful programs your donation has created, how many needs, dreams and hopes that your donations have fulfilled for our community and how successful your investment in IPTV has been.

## Donor Centered

*From the desk of* **Susan Moritz**

**Friends**  
Iowa Public  
Television 

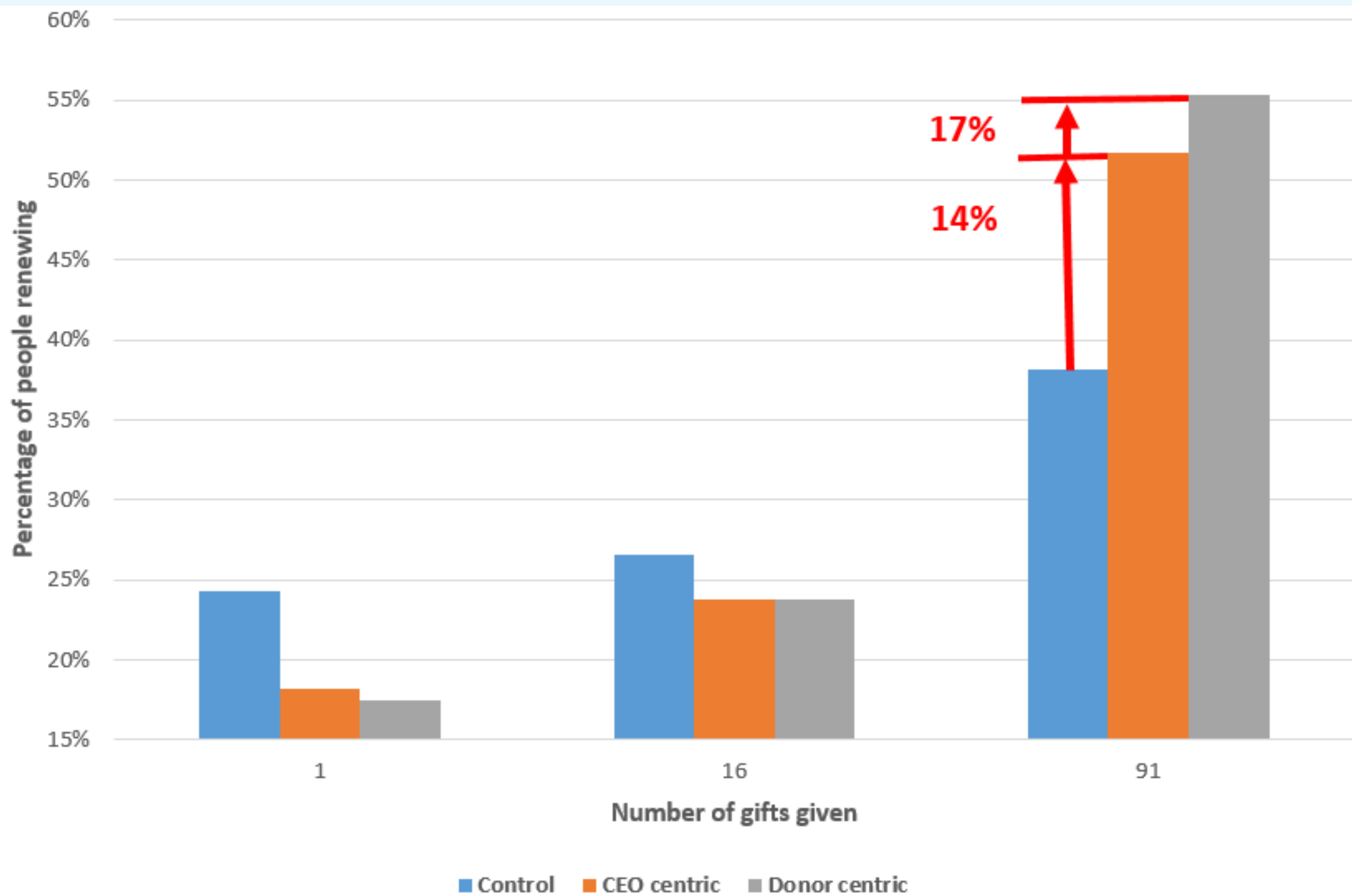
Dear <<Letter Salutation>>,

You are wonderful. Really. You are.

I often write to you to ask you for a gift. I am not doing that today. I have done a lot of it over the years, and you can bet I will do it again some time very soon, too.

But not today.

Today, I want to tell you that you are the real gift.







# Condition 1

Hello Goodwill Supporter,

**Thank you.**

We know that you're used to getting emails about sales and retail events from Goodwill. But this email is meant to just share our thanks.

**Thank you for every dollar you spend.**

**Thank you for making Round Up donations whenever possible.**

By shopping at Goodwill, you create opportunities for Goodwill graduates like Shawntay. This year, she earned her high school diploma from the Goodwill Excel Center and graduated from our Hospitality Training Program. Now, she is a hotel front desk attendant and plans to earn her Associate Degree in Hospitality Management.

She could not have done it **without you.**

**Thank you.**

# Condition 2

Hello Goodwill Supporter,

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Thanks to you, Shawntay has a new career in hospitality.

But more than that, thanks to you Shawntay has a new chance.

You have given Shawntay a chance to support herself, a chance to feel proud, and a chance to be the best version of herself that she can be.

She could not have done it **without you.**

**Thank you.**

# Condition 3

Hello Goodwill Supporter,

We know that you're used to getting emails about sales and retail events from Goodwill. But this email is meant to just share our thanks.

Thank you for making a difference in thousands of lives in our Goodwill community.

**Thank you for every dollar you spend.**

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# Condition 2

5.8% higher purchase rate  
About \$1.37/person  
increase purchase



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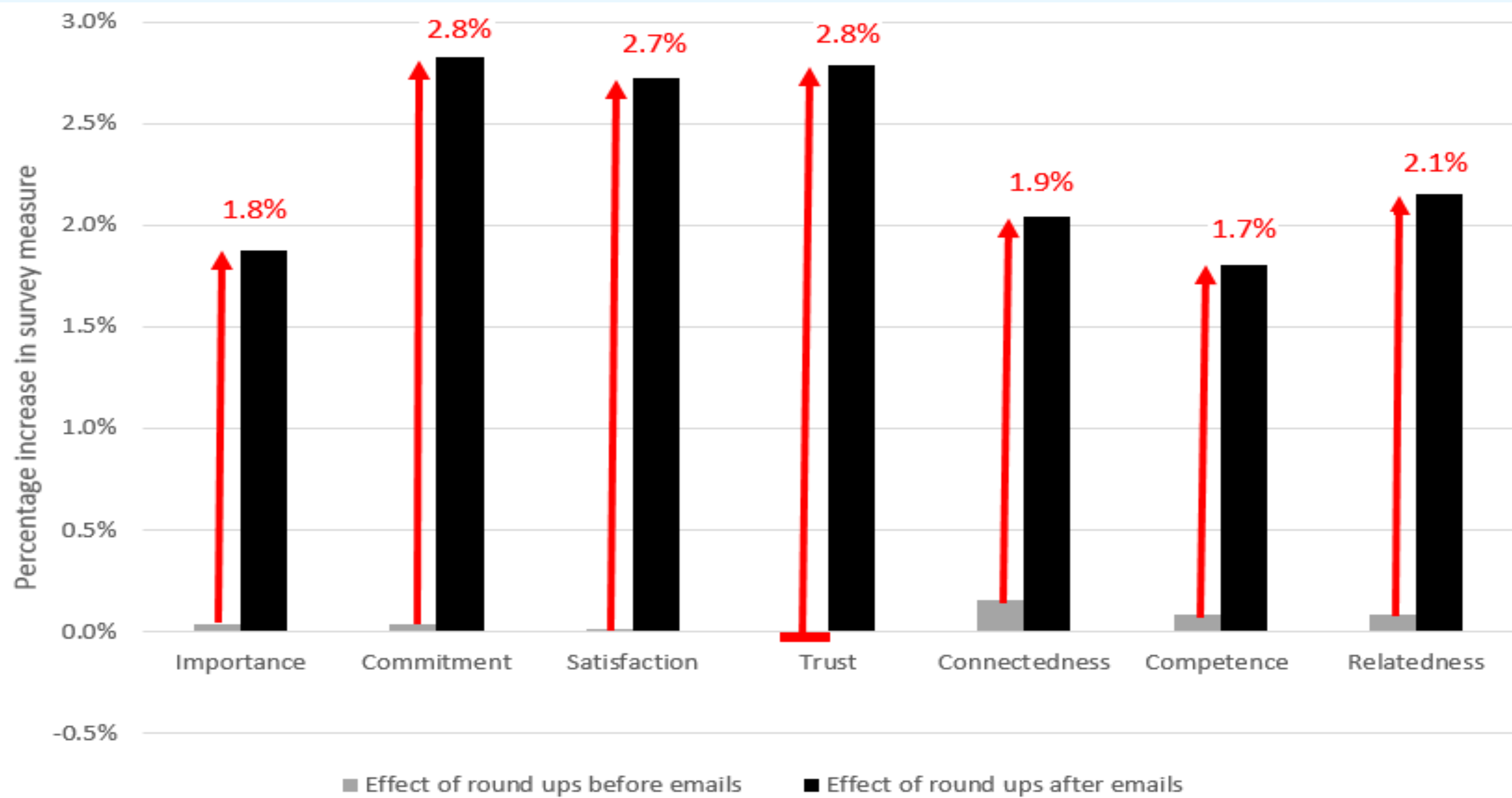
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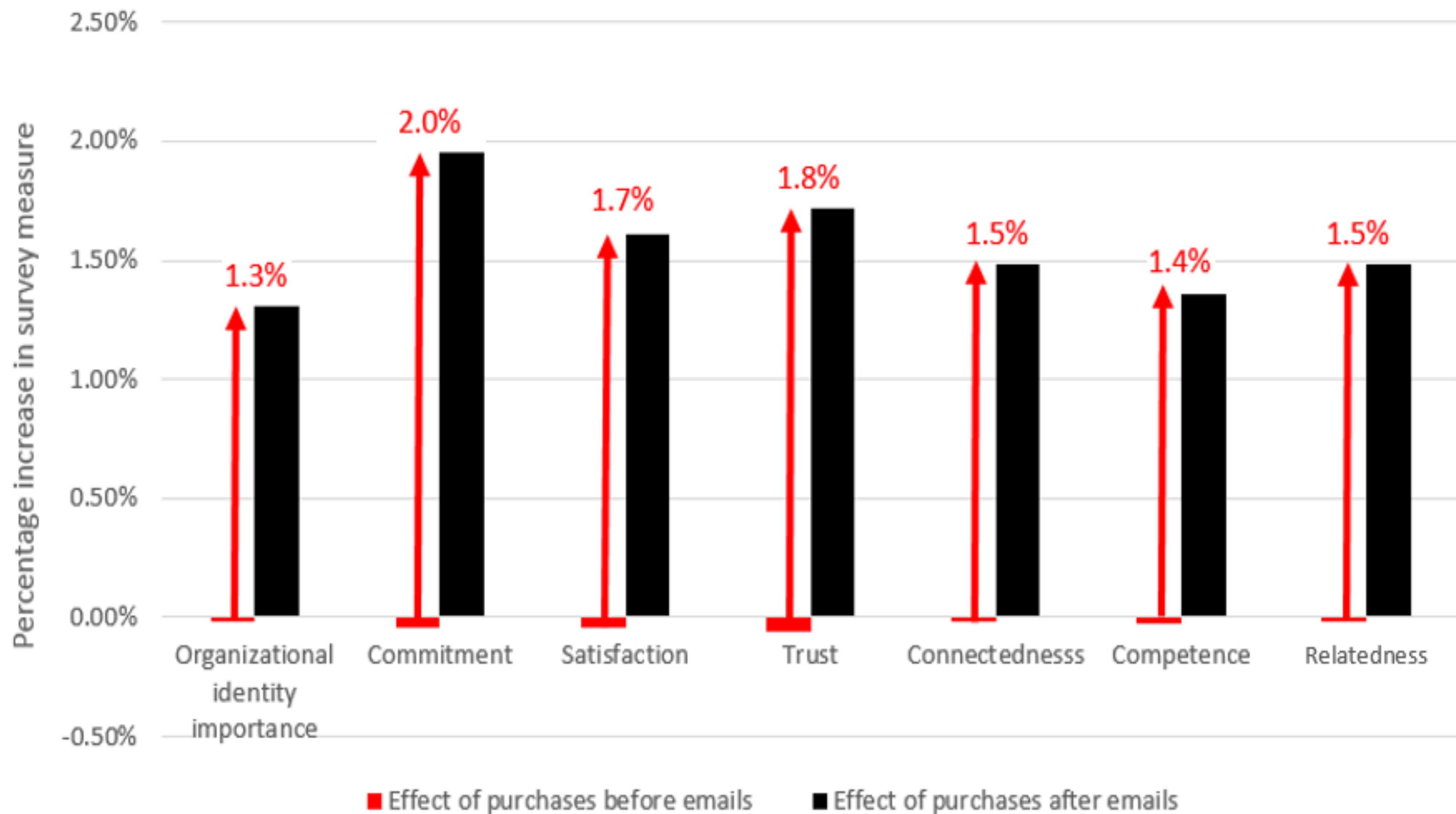
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[jen@philanthropy-centre.org](mailto:jen@philanthropy-centre.org)



# SEE YOU AT MAINSTAGE

PETER LOVATT

BRUCE TEMKIN

UNILEVER

SIR RANULPH FIENNES

THE SHOWSTOPPERS

We'll be back on the main stage at **3:30PM**  
In the meantime, head to the XM Lounge  
for food, drink, and a chance to demo new  
tech in the Test Drive area.