



7 real donor thank-yous that rock.

Check out these inspiring examples from real nonprofits, then send your own creative acknowledgements with Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good).





Great donor thank-yous build lasting relationships.

It's crucial to make the right impression when a donor supports your cause. The thank-you note is your first opportunity to engage donors, show them what their gift will achieve, and give them confidence that their decision to give was a great one.

At Bonterra, we know that saying thanks is easy, but adding just a few simple touches will help you make a deeper connection with donors.

We love seeing how our customers use our acknowledgement tools to send creative videos, emails, texts, and more.

The best thank-you messages are positive, professional, uplifting, and grateful. They're also prompt (though better late than never!) and polished, down to the spelling of the donor's name.

Whatever you do, don't let the tax receipt stand alone as your sole message of gratitude.

We've gathered this collection of stellar thank-yous from our customers and other nonprofits like yours to provide some inspiration for your own acknowledgements.

To learn all the ways the Bonterra Guided Fundraising solution helps small nonprofits grow their good, [get in touch](#).

JAZZ LIVES PHILADELPHIA

Jazz Lives Philadelphia sends a handwritten thank-you message to donors for gifts large and small. A member of Guided Fundraising's product team, Liisa, received this after giving \$5. Also great? They spelled her name correctly!

What makes it great?

- Handwritten notes are a nice surprise in an era of email.
- Personalized with donor's name spelled correctly.
- Sent to all giving levels, showing that every donor is important.
- Signed by a real person.
- Short and sweet: Tells donor exactly how her money will be put to use.

Dear Liisa,
Thank you so much for your generous donation to Jazz Lives Philadelphia. Your donation helps us to put on more performances, employ more artists, bring our education programs into the Philadelphia school system and reach more community members.
From the team at Jazz Live,
we thank you!
- Sarah Leonard, Executive & Co-Artists Director



With the Guided Fundraising solution, it's easy to keep track of all your donor communications - even thank-you notes sent by mail—in one place. Never miss an opportunity to grow your relationships again!

Number 2

Dear Helen,

You make me smile with thanks. You made my day! Your ongoing support of Bald Girls Do Lunch with an end of year gift helps us so much. It goes to work right away to keep our "big umbrella" open and bring women with alopecia areata under it all year long.

I've got some highlights to share about the coming year — made possible because of your annual support.

- Our Alopecia Care Kits™ for newly diagnosed women are sure filling up! While the HeadBlade corporation got us started with the cases, other sponsors are joining in. They are stuffed!
- The new BGDL booklet: Alopecia Areata and You: Tips for Women is the inspiring and fun centerpiece of the kit. I know that any woman who reads it will be on better footing as she starts coping with her alopecia. It's what I wish I had had when I first heard "It's alopecia." Your support of BGDL makes this all possible!
- The volunteer alopecia ambassadors are joyfully coaching via phone, email and over coffees. Donor support enables expansion of this program. We're launching a series of volunteer training webinars in 2017.
- Healthcare providers: this is where we do new outreach to dermatology doctors and nurses. With your help, we've proven that our women-centered format is powerful and effective. Thank you for helping it grow!

Helen, thank you for helping move Bald Girls forward to do even more than ever for women suffering with their alopecia.

With very best regards,
Thea D. Chassin
Founder and CEO

BALD GIRLS DO LUNCH

Bald Girls Do Lunch sent this thank-you letter to donors at year-end.

What makes it great?

- Personalized with donor's name spelled correctly.
- Lots of "you" language speaks makes the message about the donor, not the nonprofit.
- Tells the donor about specific projects and successes made possible by her support.
- Upbeat, conversational tone feels like a letter from a trusted friend.
- Signed by a real person.



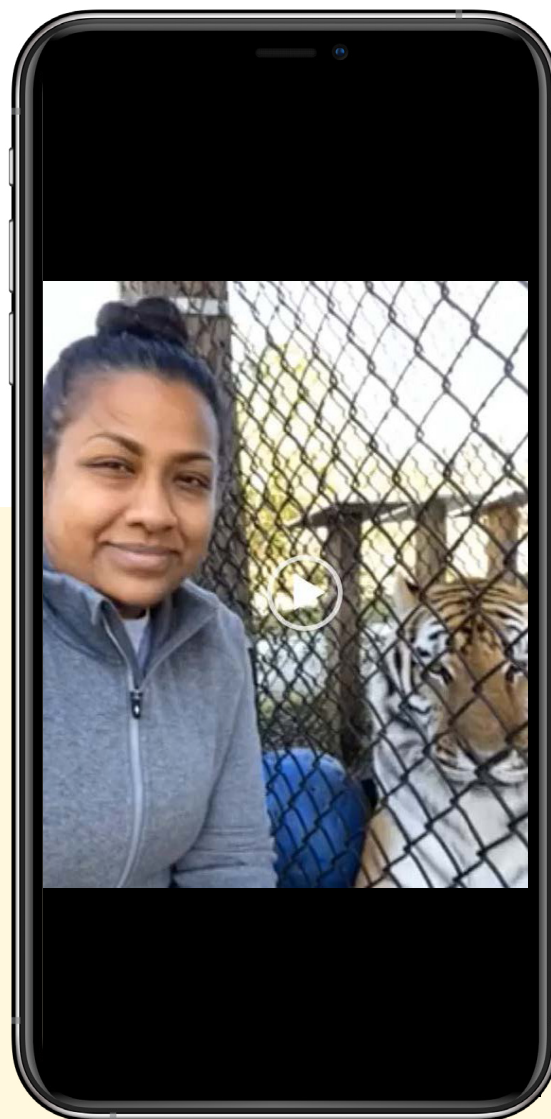
Need help writing thank-you notes? The Guided Fundraising solution includes built-in acknowledgement templates that you can quickly personalize and send.

CENTRAL FLORIDA ANIMAL RESERVE

Central Florida Animal Reserve uses the Guided Fundraising solution video acknowledgements tool to send short thank-you videos whenever a new donation is received. Donors love this feature and share the videos with their friends!

What makes it great?

- The video was shot where the nonprofit's work takes place, helping donors connect their gifts to the animals they're helping.
- The recipient is thanked by name so the thank-you feels highly personal.
- Seems more authentic because it was unscripted and shot on a cellphone.
- It's sent directly from the Guided Fundraising solution, so no additional tools are needed to create this video.



Send videos like this right from your cell phone with with the Guided Fundraising solution! Learn more here.



GARDENS FOR HEALTH

Gardens for Health asked some of its constituent communities to take photos with customized thank-you signs. In a world where mass communication is the most cost-effective route, personalization at this level is often unexpected.

What makes it great?

- Uplifting (and adorable!) group photo of kids who are benefitting from the donor's gift. You can't help but smile when you receive a thank-you like this one.
- Handwritten, personalized sign acknowledges the donor in a heartfelt way.
- Simple yet effective—and totally fridge-worthy (likely to be displayed, thus frequently reminding the donor why she supports the nonprofit).

PROJECT TRANSFORMATION OKLAHOMA

Project Transformation updated the header on their newsletter to include this message of thanks after a successful year-end campaign.

What makes it great?

- Staff photo is cheery and relatable. Coordinated T-shirts show donors that they're part of a team.
- Putting faces to the nonprofit's work creates a partnership with the donor.
- Handwritten sign is fun and feels authentic.
- Lots of "you" language places the donor at the center of the year-end campaign's success.



THANK YOU!

Project Transformation's End-of-Year giving campaign secured funds to continue our incredible work in 2017, and we couldn't have done it without **YOU!**

Your financial support will create opportunities for hundreds of Oklahoma's children.

Thank you for supporting Project Transformation; joining a team that continues to *Transform Lives Through Relationships!*



Add impact and connection by mentioning a specific project where the donor's gift will be put to work.

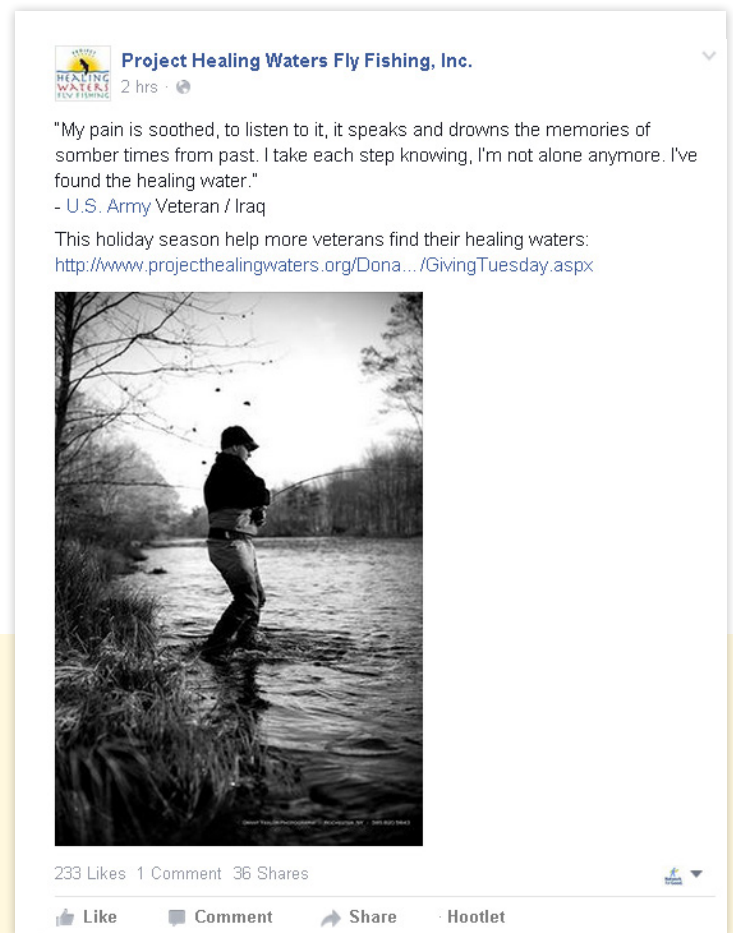
Number 6

PROJECT HEALING WATERS FLY FISHING

Right after #GivingTuesday, Project Healing Waters Fly Fishing thanked their online donors with a Facebook message.

What makes it great?

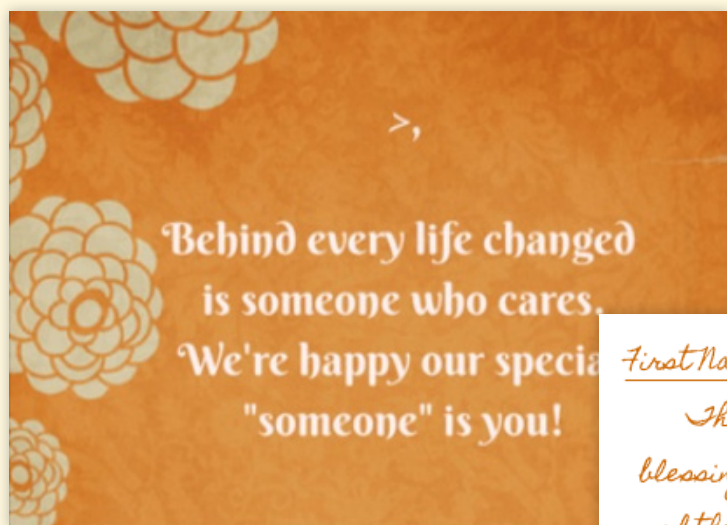
- Messaging meets online donors where they live to give a real-time thanks and dollar update for a specific campaign.
- Compelling photos of veterans in action show donors how their support will make a difference in people's lives.
- Donors can share a great thank-you post like this one with their circles, becoming ambassadors for your cause and garnering more support.
- Using a hashtag and tagging other pages spreads the message even wider than the nonprofit's own fans.



We suggest our customers share links to their fundraising pages on social media at least once a week. Don't have a social media strategy? The Guided Fundraising solution makes it easy to share your fundraising pages on social media with a click of a button.

MADONNA HOUSE

Instead of a traditional Christmas card, Madonna House sends a customized Thanksgiving card to donors. The front of the card is customized with a donor's first name. Inside, the card is "signed" by the organization's executive director.



What makes it great?

- Sending a personalized card at Thanksgiving reaches donors before they're overwhelmed by the holiday/year-end mailbox crush.
- The colorful, nonbranded card feels personal and heartfelt, putting the message above all else.
- The cursive font adds a friendly touch and makes it easy to thank large segments of your donor list.

First Name,

This is the time when we pause to count our blessings. Here at Madonna House, you're at the top of the list! Thank you for all you do to help our guests get back on their feet.

*Happy Thanksgiving
from your Madonna House family!*

*Joanne Dedent
Executive Director*

Your organization sends a lot of thank-you notes. Boost yours from okay to amazing with these tips.

1. MAKE THEM PERSONAL

Take the time to customize your thank-you letters. One way to do this is to segment your audience and group donors based on giving level so you can message them appropriately. A good email tool should make this easy to do.

Consider writing a handwritten note. These days, it's an unexpected treat to get a handwritten note in the mail. This can really make you stand out from the crowd. Another way to differentiate your organization is to pick up the phone and tell donors just how important their support really is.

2. MAKE THEM SPECIFIC

Donors want to know that their dollars matter. Tell them a specific story of you did with their money and how it's making a difference. Personal stories help make the impact of a gift more tangible.

3. MAKE THEM CREATIVE

Differentiate your organization by sending photos or videos of your work to create a stronger emotional connection with your donors. Ask people who love you—some of your best evangelists—to speak on your behalf. Instead of sending a thank-you note from an executive director, consider sending letters from volunteers, community members, or the person who was directly affected by the donor's gift.

4. MAKE THEM DONOR-CENTRIC

Be mindful of the fact that your donors make your work happen. They should get the credit! List the accomplishments they've made possible and put them front and center in all of your outreach.

The idea is that donors made this possible. As you write, imagine all the good you do and keep the donor at the center. Strive to make your donors feel a sense of accomplishment. Make your thank-you about them and the difference they're making together with you.

Start sending better thank-yous with Guided Fundraising.

[Get in touch](#) to learn how the Guided Fundraising solution helps small nonprofits grow their good.

