

START^{NEW} FUNDRAISING LESSON 5

Reflection Exercise:

1 As you contemplate putting your 'ask' down on paper - and into motion - what Biblical wisdom comes to mind for you?

2 Practicing gratitude in the context of fundraising asks:

A. Yes! Imagine a prospective giver or donor has said yes. In your own voice, how might you say thank you?

B. Maybe?!? Imagine a prospective giver or donor has said maybe. In your own voice, how might you say thank you? And how, in your own voice, might you inquire about what additional time, information or context they might need?

C. NO! Imagine a prospective giver or donor has said no. In your own voice, how might you say thank you?

2 Form a calendar-setting habit:

Every time you set-up a prospective donor, giver or stakeholder meeting make a point to also set a reminder to say 'thank you' three months (to the day) after the meeting. Alternatively, if your new start utilizes a customer relationship &/or donor relationship management tool, place the reminder there.

Remember that our recommended 'thank you' is quite simple, short & sweet - though write this out in your own voice! And consider the form of communication that would be most suitable & appropriate for each donor, giver or stakeholder. Some will prefer a text or email. Others a private message on social media. Still others will prefer a thank you card or letter in the mail.

Thank you again for your generation donation of X.

- Thanks to your help and generosity, we were able to accomplish Y.
- Thought you'd like to know!
- The end.

Optional further reading:

An excellent, [brief article on why we should say thank you](#), written by Nancy Otto.

She writes, "Thanking your donors personally and publicly is not only about raising more money from them. Treating your donors thoughtfully and sincerely creates a community of donors who become more connected and invested in your organization."