

## 8 Components for Saying Thank You

1. **Thank the donor at the beginning of the communications.** *Maybe right in the subject line in an email, in the first few words if speaking, or in the first sentence of a message. This clarity gives the donor that good feeling, which encourages them to continue to read, and not scroll away, or to really engage in the thank you conversation.*
2. **Greet the donor using their first name** (or last name if that is appropriate) in the 'Dear' line. *This personalization contributes to the good feeling they get from their donation being acknowledged and appreciated.*
3. **Identify the details of the donation** so it's clear that you know what they gave. *Mention the amount, or the object/service, and when it was donated. Mention something personal here, if you have the information, to show them that it isn't a form letter, even though most of it can be in a 'form letter' template.*
4. **Describe how the donation will be used.**
5. **Tell them why this is so important to the charity.**
6. **And give them a gift** of some sort, something simple. *For example, some information about the charity they may not know, or a link to a video, or a website.*
7. **End with another thank you.**
8. **Have it from and/or signed by the Founder, CEO/President, or a recognized person within the charity.**