

5 Ways to Make Your Donors Feel the Love

...before, during and after Colorado Gives Day!



THE PURPOSE COLLECTIVE
ELEVATE YOUR CAUSE



Hi, I'm Patty!



We're glad you're here!
Share in the chat:

What organization do you work for?

What engagement tactic are you hoping to
learn more about today?

What is your next fundraising campaign?

Download the Gratitude Guide from The Purpose Collective!

THE PURPOSE COLLECTIVE

GRATITUDE TEMPLATES

Digital Communications

We believe it's important to say "thank you" to your donors again and again and again, even (and especially!) when you're asking for money.



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There's no better time than NOW to make
your donors feel the love.

By telling your donors how much they mean to you...

they will be much more likely to donate when you DO ask them for money year-round on ColoradoGives.org.

Check Out Past
Learn 365 Webinar on
“Loving Your Donors in a
Phil Psyc Way” [here!](#)



41% increase

in online revenue from existing
donors after 6 months of
additional cultivation emails.

[Source: NextAfter](#)

Our Philosophy for Success

Make your donors feel engaged and appreciated prior to this giving season.



1. Give Your Donors a Call

Get on the phone just to say “thanks!”

By hearing from someone at your organization, they'll build a more personal connection with your cause.

How to do this:

Ask your volunteers or board members to help with this. Provide them with talking points and make sure you log the info from this call into your CRM tool!



Easiest way:

Use Slybroadcast, a service that allows you to send pre-recorded voicemail messages.



How to do this on ColoradoGives.org

Add a Custom Question!

Make sure the “phone number” question is optional not required to increase donations made through the form.

Don’t forget to embed a donation form for
[\\$19/m on your external website!](#)

Form Section X

Question or prompt
0 / 500

Question reference label / ID
0 / 30

Used on reports as column header for collected data

Answer input type

Dropdown menu

Radio buttons

Checkbox(es)

Phone number

Additional email

Cancel Save & publish

2. Write a Personalized Email

Send out a plain-text email thanking donors for their support

Keep it casual, and make it feel personal. Tell them why their support matters, and share a story about the difference their donation has made.

DID YOU KNOW?

A plain-text email is 25% more likely to be opened than an HTML-style email.

SOURCE: HUBSPOT

How to do this:

Create a list of all your supporters and split it up between your team. Give them a template, and have them personalize it with a few details.

Dear _____,

I just wanted to write a quick email to let you know how much we appreciate you. Your support means the world to us.

What I love most about supporters like you is that you understand how important _____ is. You really get it. Thank you!

Thank You, Patty!



Jody Landers <jodylanders@theadventureproject.org>



Hi Patty,

I just wanted to send a quick note to thank you for giving today to our Giving Tuesday campaign and helping us leverage your gift as a match!

I'm so grateful for your generosity in helping kickstart our Women's Fund. Your donation will uplift women to serve their communities, and it couldn't come at a better time. Thank you for caring and joining us.

Please know that your continued support is truly appreciated!

Kindly,

—

Jody Landers
Co-Founder
The Adventure Project
theadventureproject.org

Easiest way:

Send a plain text email in bulk, the same way you'd send out an e-newsletter through your regular email provider.

BONUS: If you have an email welcome journey already set up to thank and warmly welcome new donors to your organization, update it!

Webinar 1 - What's Next?: Crafting a New Donor Welcome Series

Webinar 2 - Getting Started: Create an Email Welcome Journey

Webinar 3 - Making Email Series Work for You

Watch Past Learn 365 Webinars Here



True plain-text (from Madyson)

Rename

Preview and Test ▾

Dear friend,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best,
Ron

P.S. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Madyson Cobban

Volunteer Coordinator, Oscar's Place Adoption
Center & Sanctuary



707-349-
9617

| madyson@oscarsplace.org | www.oscarsplace.org

Edit code

```
1  <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2  <html xmlns="http://www.w3.org/1999/xhtml" xmlns:v="urn:schemas-microsoft-com:vml" xmlns:o="urn:schemas-microsoft-com:office:office">
3      <head>
4          <!-- This is a simple example template that you can edit to create your own custom templates -->
5          <!--[if gte mso 15]>
6              <xml>
7                  <o:OfficeDocumentSettings>
8                      <o:AllowPNG />
9                      <o:PixelsPerInch>96</o:PixelsPerInch>
10                 </o:OfficeDocumentSettings>
11             </xml>
12         <![endif]-->
13         <meta charset="UTF-8">
14         <meta http-equiv="x-ua-compatible" content="IE=edge">
15         <meta name="viewport" content="width=device-width, initial-scale=1">
16         <title>*|MC:SUBJECT|*|</title>
```

How to do this on ColoradoGives.org

1. Update Your Check Out Flow = Form, Thank You Page & Receipt ([FAQ here](#))
2. Leverage Real-Time Reports = All Donations, Recurring, Retention ([FAQ here](#))
3. Integrate with Advanced Features = Salesforce, Mailchimp, Zapier ([More here](#))

Checkout

Customize the transaction and post-transaction experience.

Donation Form

Customize the form donors will use to complete their transaction.

Thank-you Page

Customize the page donors will see once they've completed a donation.

Donation Receipt

Customize the confirmation email donors receive when they make a donation.

Reports

Monitor and manage crucial data.

All Donations

All donations made to your organization, including recurring and offline donations.

Recurring Donations

Only donations set to recur over time.

Offline Donations

Only donations from outside the Mightycause platform.

Retention

The status of your returning donors.

3. Send a Handwritten Card

Mail a delightful, memorable surprise for your donors.

This will help you stand out from the crowd! The cards should just be focused on gratitude and expressing your appreciation for their support.

How to do this:

This is another great opportunity to engage volunteers! If you have an office, consider setting up an afternoon of card writing to make the experience more fun.



Easiest way:

Get some help from the robots! Handwrytten uses custom-designed handwriting robots that hold real pens to write out your notes in the handwriting style of your choice.



Hi Anita,

I just wanted to reach out and personally thank you for being an ongoing monthly donor to the Phoenix Humane Society. People like you are the reason we can continuously support animals in need, and we truly can't thank you enough.

Take care,

Claudia Temple
Executive Director

handwritten

4. Record a Video Update

Record a short video highlighting the impact of their contributions.

Don't worry, your videos don't need to be super polished and professional — short and candid is the way to go!

How to do this:

Give each of your team members a list of videos to create. Have them use their phones or laptops to record. Upload them to YouTube as unlisted videos, and send out the personalized links via email to your supporters.

Save or publish

Private

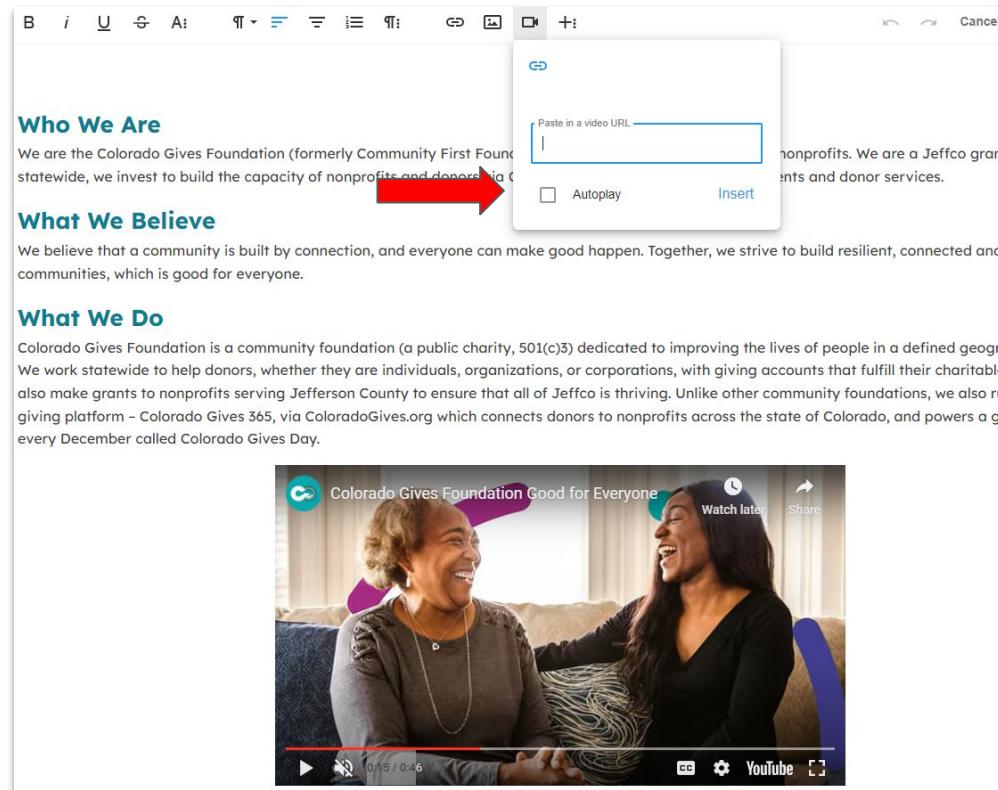
Unlisted

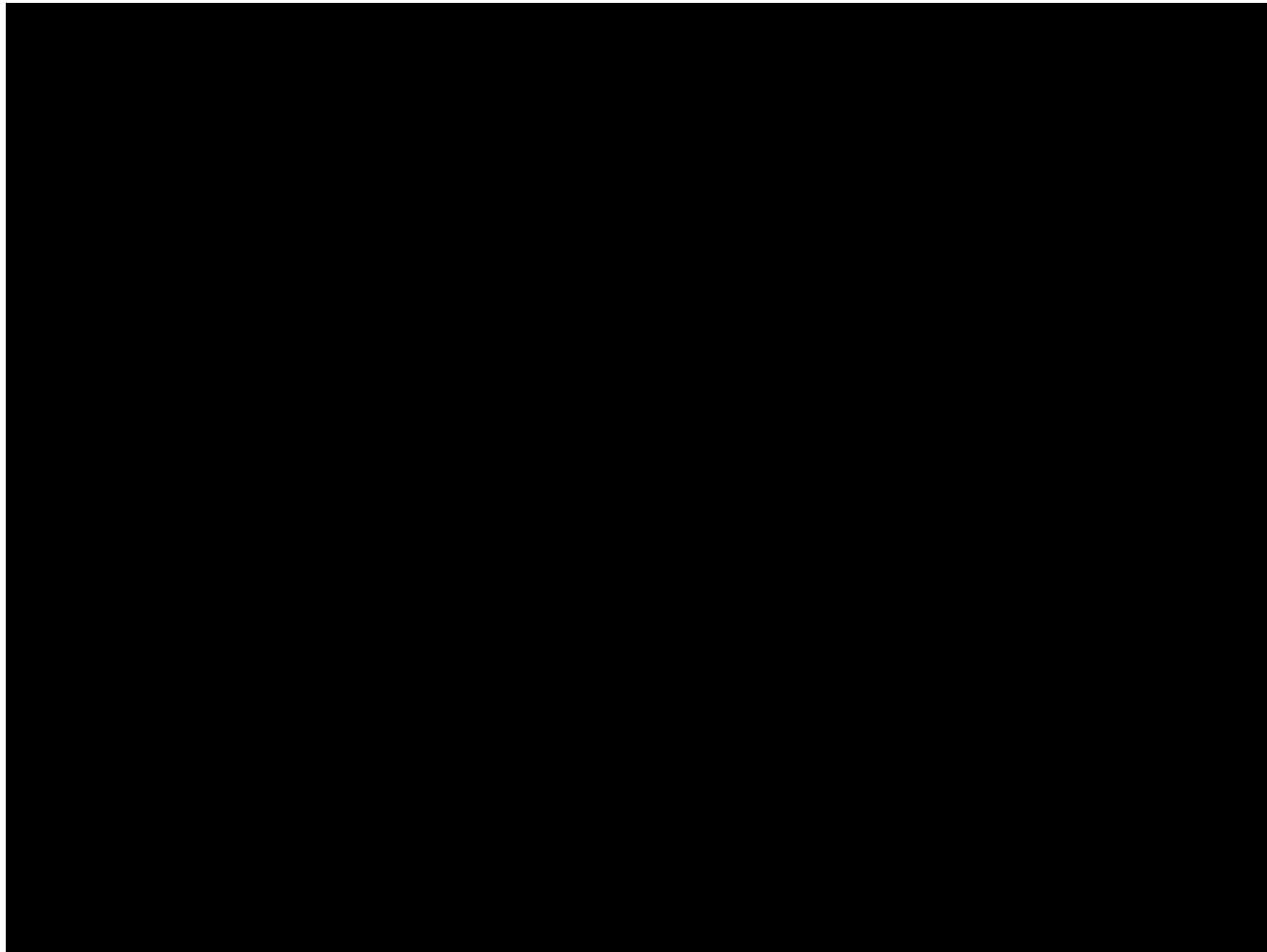
Public

How to do this on ColoradoGives.org:

You can add a Youtube or Vimeo video in seconds on the “About” section of your org page and in the donor “thank you” page experience - and it can auto-play for a great video engagement.

The Advanced Features allow for email messaging.





Easiest way:

Use ThankView to request videos from team members or program participants (anywhere in the world) and record and send them in a centralized place.



5. Mail a Thanksgiving

Send your supporters a postcard on Thanksgiving.

You'll get in their mailboxes **before** other organizations' direct mail appeals, and chances are they'll be touched by this gesture.

DID YOU KNOW?

64% of people say that greeting cards make them feel special.

SOURCE: HUBSPOT

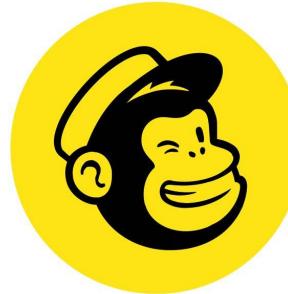
How to do this:

Rely on your volunteers, just like sending out handwritten cards.



Easiest way:

Use Mailchimp to design and upload your postcard and they'll print, stamp, and deliver it anywhere in the world.

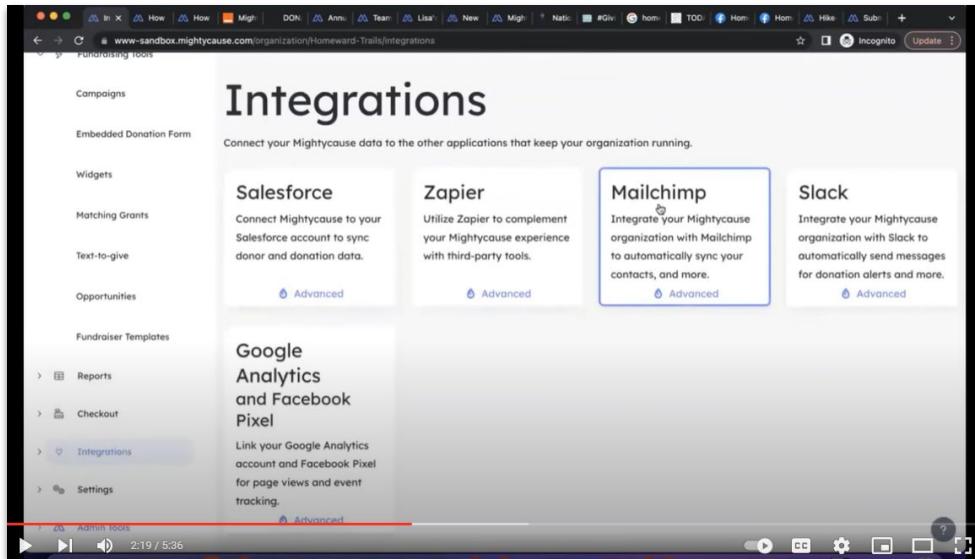


mailchimp

How to do this on ColoradoGives.org

Did you know that MailChimp and many other platforms integrate with ColoradoGives 365?!
Move data seamlessly from one platform to another for optimum donor engagement!

Watch [these short videos to learn how!](#)

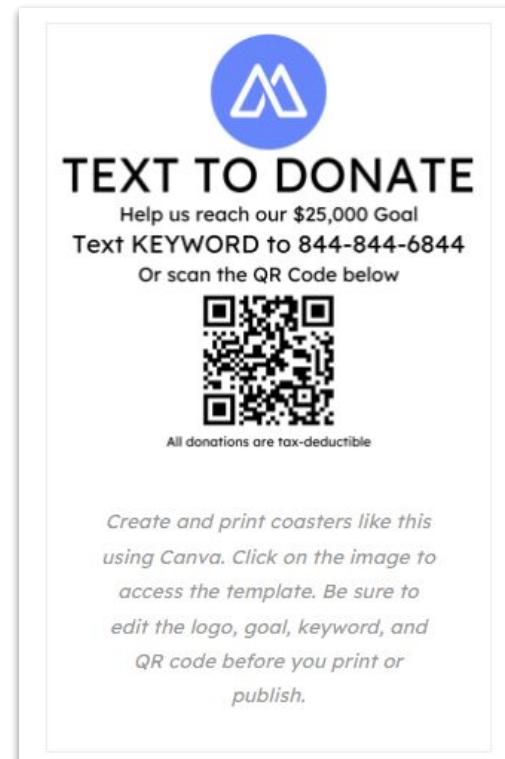


How to do this on ColoradoGives.org

Use a QR code on your post-card to encourage one time or recurring gifts!

[Read this FAQ on QR codes & more!](#)

Learn How to [Default Your Donation Form URL!](#)



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What's Working for You?

THANK YOU!

www.the-purpose-collective.com

WE OFFER FREE OFFICE HOURS!



THE PURPOSE COLLECTIVE
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