ASK YOURSELF THIS:

“Without my volunteers, fundraisers and donors, where would my organization be?”

The answer should be eye-opening. Your supporters are the army behind the mission and thanking them is key-- it ensures continued support and future growth for your cause.

How? It’s up to YOU!
You know your support and donor base better than anyone else. Consider segmenting your donor list by factors like age or level of support and the results can be extremely impactful. You know that the same message won’t resonate with everyone. For instance, younger folks might prefer an email, while baby boomers may appreciate a handwritten note.

**Example Method:** Everyone who gave less than $100 receives an email, those who gave over $100 receives a handwritten letter.

**Mail**

Email is cost-effective and can include fun and engaging methods of messaging, like a video recap of your event. While direct mail comes with a cost it is more personable and has the potential to be more memorable.

**Social Media**

Social Media is a powerful tool. A wider reach provides more opportunity to share your mission and bring more awareness to your charity. You may even consider using Facebook Live for a unique way to engage directly with your supporters.

**Say Thanks**

You can say “thanks” to all donors directly from your CrowdRise campaign. You can customize the email template that’s sent when you thank your donors from your activity feed. In addition, all online donors are automatically sent a thank you email and receipt from CrowdRise.
Best Practices Across the Board:

In all personalized messaging you’ll want to include a few things...

- Use a charity letterhead or include your charity logo within the email
- Address the supporter by his/her first name. This person took time to help your cause, so take the time to personally thank them.
- Thank your donor for the exact item and/or amount that was contributed. Let the donor know the direct impact of their gift.
- Personally sign the thank-you note, whether it is an e-signature or handwritten.
- Include your contact info or slip in a business card. This gives your supporters the option to contact you with feedback, questions or future fundraising opportunities.