

Recognize Your Donors Again and Again by Michael A. Sand, Sand Associates

Many nonprofit organizations understand the need to spend time cultivating donors, but spend too little time thanking them and recognizing them.

As for all parts of the fundraising equation, develop a written comprehensive plan for thanking and recognizing donors. Here are a few possible components:

1. Make sure to send major donors complimentary tickets to all performances.
2. Put a list of donors in all newsletters, program books and other publications.
3. Ask donors to visit your center on a regular basis. Have the board chair and executive director take the donor for lunch before visiting the center.
4. Have at least one program annually for the purpose of thanking donors. Make sure the program includes one client who is a “success story” speaking to the donors about the benefit of the program.
5. Send holiday cards to all donors.
6. Send copies of press releases, newsletters, and other written materials to all donors.
7. Make a short video showing the program in action and send copies to all donors.
8. Send donors copies of positive newspaper stories and other media notices to all donors.
9. Set up a system so that the board chair, the executive director, and the development director each contact major donors every few months to tell them about agency accomplishments.

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