Thanking Your Donors

How to acknowledge and delight your donors to make them feel like the heroes they are!
Before The Day
Your Giving Day Dashboard

Add Your Organization's Info
Let people know who you are.

Add Your Story
Tell potential donors why they should contribute.

Get Verified to Collect Donations
Set up your banking information to receive secure online donations.

Add Donation Levels
Show your donors the impact their donation makes.

Add a 'Thank You' Message
Personalize your auto-response for donors ahead of time.

Add Fundraisers
Recruit peer-to-peer fundraisers to expand your network of donors.
Instant Gratitude

- Write a personal message to be included in your thank you email to everyone that supports your organization on the Giving Day
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift during the Giving Day
Thank You Email Preview

- Your own custom content alongside your Giving Day’s branding
- Includes a link to your organization’s website
- Email come from your organization’s contact person
- Includes specific donation information to act as a receipt
After The Day
Your Giving Day Donation Report

Donations

Total Paid Out: $323,517.07

<table>
<thead>
<tr>
<th>Actions</th>
<th>Donation ID</th>
<th>Date</th>
<th>Donor</th>
<th>Intended Donation</th>
<th>Amount Charged</th>
<th>Bank Fees</th>
<th>Platform Fees</th>
<th>Covered Fees?</th>
<th>Payout Amount</th>
<th>Payout Date</th>
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<tbody>
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Dates and times on this page are displayed in your computer's time zone. If you export your donations from this page, dates and times in that file will appear in UTC to assist with bank statement reconciliation processes. Learn More
## Donations

**Total Paid Out:** $323,517.07  
**Total Pending:** $33,623.90

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<table>
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<th>Actions</th>
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**Pro Tip:** Download a CSV file of your complete donation report for more information.
Maximizing Your Data

- Who increased their giving from year to year?
- Who was new to your organization through this year’s giving day? Did they come from Peer-to-Peer fundraisers?
- Who were your most successful P2P fundraisers?
- Who left a personal comment?
- Who chose to donate to a specific campaign?
- Who helped you win a prize?
Segmenting Acknowledgements

● Every donor is important, but not necessarily equal

● Determine your donor segments
  ○ Giving Levels
  ○ Entry Point
  ○ Giving History

● Create a realistic strategy to thank all of your donors appropriately based on their segment
The Importance of Segmenting

- Crucial component of effective donor stewardship
- Allows for personalized customization
- Ability to allocate time and resources to donors with the most potential for growth within your organization
- Helps you reach your internal goals quickly and easily
The larger the gift the more personal the acknowledgement!
General Acknowledgement Tips

- If possible, personalize your acknowledgements!

- Highlight the impact of the donor’s contribution
  - Example: “With the dollars raised we have helped 50 people in need”

- Include additional opportunities to get involved
  - Example: “Join us on Sunday for our Summer BBQ Jamboree”

- If publicly acknowledging any donors, be cognizant of how their names are displayed
Creative Thank You Ideas

1. Thank You Video
2. Naming Opportunity
3. Appreciation Party
4. Donor Spotlight
5. Handwritten Note
6. Behind The Scenes Look
7. Future Discount
8. Milestone Recognition
9. Public Display
10. Giving Level Perks
Key Takeaways

- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlight the donor’s impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get involved

*There is no such thing as too much gratitude!*
We’re Here For You!

- Visit Our Help Center
  https://support.givegab.com/
- Send us an email at
  CustomerSuccess@givegab.com
- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand

Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com