









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

✓ Add a 'Thank You' Message


Please provide a "thank you" message, as well as an image or video link (or both)

Thank You Message

Thank you so much for your donation to Logan's Pups! With your support, we're able to continue our love and care of senior dogs.

Youtube or Vimeo Link

Don't have a video to link to? No biggie! Upload an image, and we'll use that instead.



Select Image Remove

Recommended dimensions 800x600
Max file size 5MB

Save

Instant Gratitude

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

DAY OF GIVING

Isaiah,

Thank you so much for participating in Giving Day! This is the donation form thank you.

Sincerely,

GiveGab



After The Day

Your Giving Day Donation Report

Donations

Total Paid Out: \$323,517.07

Total Pending: \$33,623.90



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](#)

+ More filters

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Payout Date
	15863	9/23/2019 3:37pm	tst	\$25,000.00	\$25,000.00				\$25,000.00	N/A
	15834	9/20/2019 2:17pm	test	\$200.00	\$200.00				\$200.00	N/A
+	15831	9/20/2019 2:17pm	Denis Tomazzi denis.tomazzi@givegab.com	\$200.00	\$200.00	\$1.20	\$4.00	No	\$194.80	Pending
	15821	9/20/2019 2:09pm	test	\$100.00	\$100.00				\$100.00	N/A
+	15817	9/20/2019 2:09pm	Anonymous Donor anonymousdonor@givegab.com	\$100.00	\$100.00	\$2.28	\$2.00	No	\$95.72	Pending

Your Giving Day Donation Report

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[+ More filters](#)

Actions	Donation ID	Date	Donor	Intended Donation	Amount Charged	Bank Fees	Platform Fees	Covered Fees?	Payout Amount	Pay
	16198	10/17/2019 3:50pm	Denis Tomazzi denis.tomazzi@givegab.com	\$125.00	\$125.00				\$125.00	N/A
	16191	10/17/2019 1:05pm	Jesse Saldana jesse.saldana+p2pp2p2p2@givegab.com	\$100.00	\$104.45	\$2.45	\$2.00	Yes	\$100.00	Pending
	16153	10/15/2019 12:39pm	Timmy Testzz tinztimz@yahoo.com	\$100.00	\$100.00	\$2.50	\$2.00	No	\$95.50	Pending
	16152	10/15/2019 12:35pm	Tracy Testz timztestz@yahoo.com	\$55.00	\$55.00	\$1.51	\$1.10	No	\$52.39	Pending
	16128	10/11/2019 1:00pm	Denis Tomazzi denis.tomazzi@givegab.com	\$150.00	\$154.00	\$1.00	\$3.00	Yes	\$150.00	10/11/2019

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?

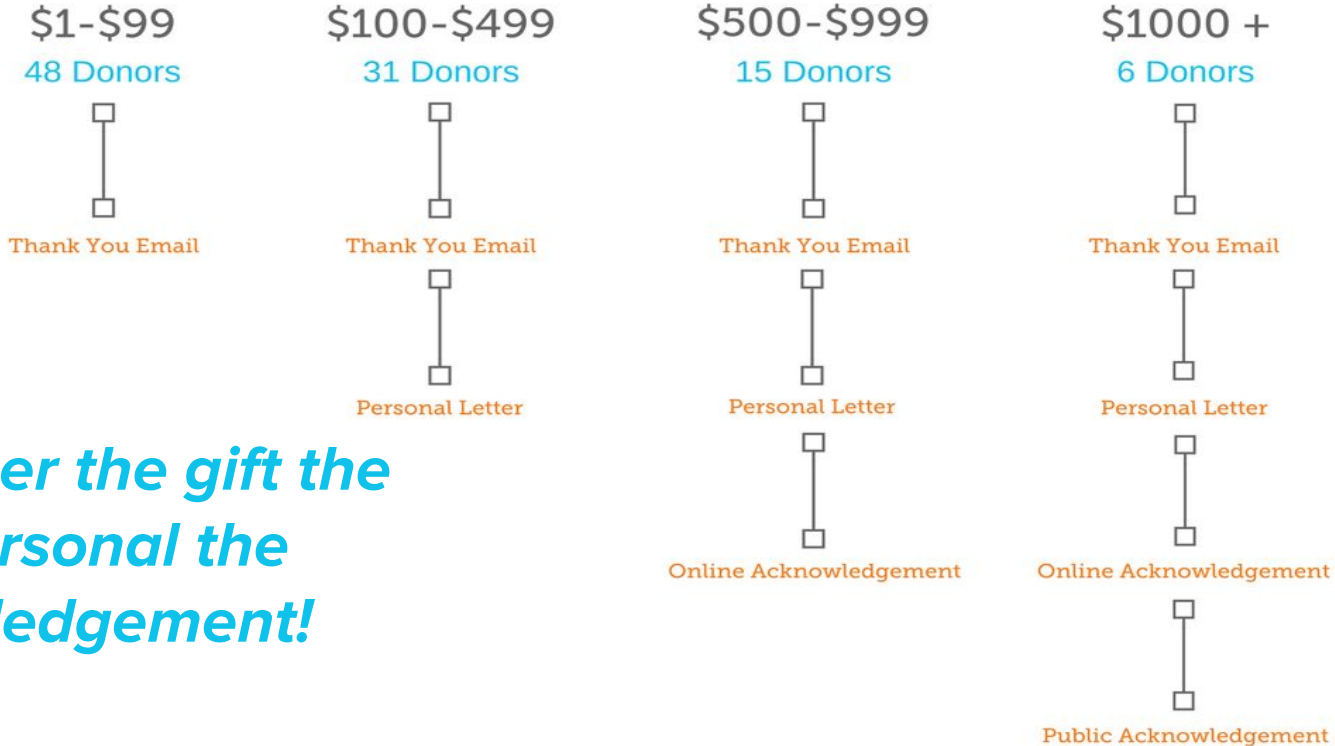
Segmenting Acknowledgements

- 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

Segmenting Example



The larger the gift the more personal the acknowledgement!

General Acknowledgement Tips

- If possible, personalize your acknowledgements!
 - *Example:* “Hi Bridget,” vs. “Dear Friend,”
- 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

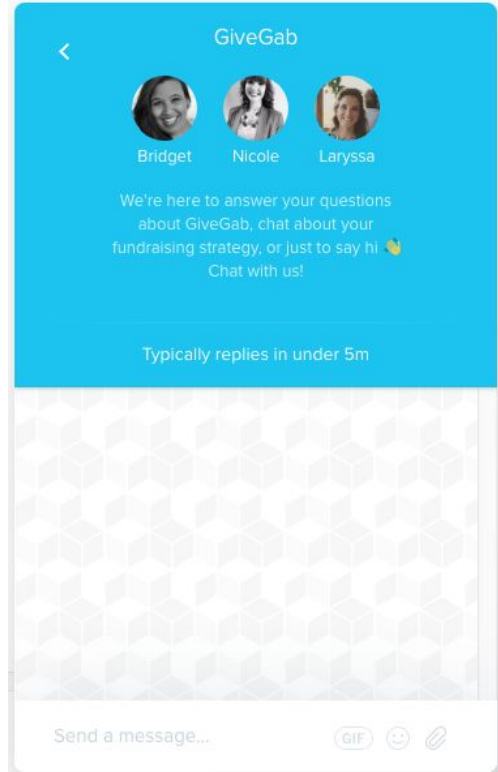
- Create a strategy for acknowledging donors to build stronger relationships
- Take advantage of the reporting tools available in your dashboard (all year round!)
- Highlight the donor's impact allows the donor to appreciate the value of their contribution
- Provide more opportunities for them to get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