

BEYOND

T₁ H₄ A₁ N₁ K₅ S₁

Communications that Energize Your Donors

NICOLE
LAMBERG
& Associates

JCamp 180 Annual Conference

Tweet your “aha!”
moments

#JCampConf

NICOLE
LAMBERG
& Associates

A Tip on Thanking

Cornell University School of Hotel Administration
The Scholarly Commons

Center for Hospitality Research Tools

The Center for Hospitality Research

3-1-2011

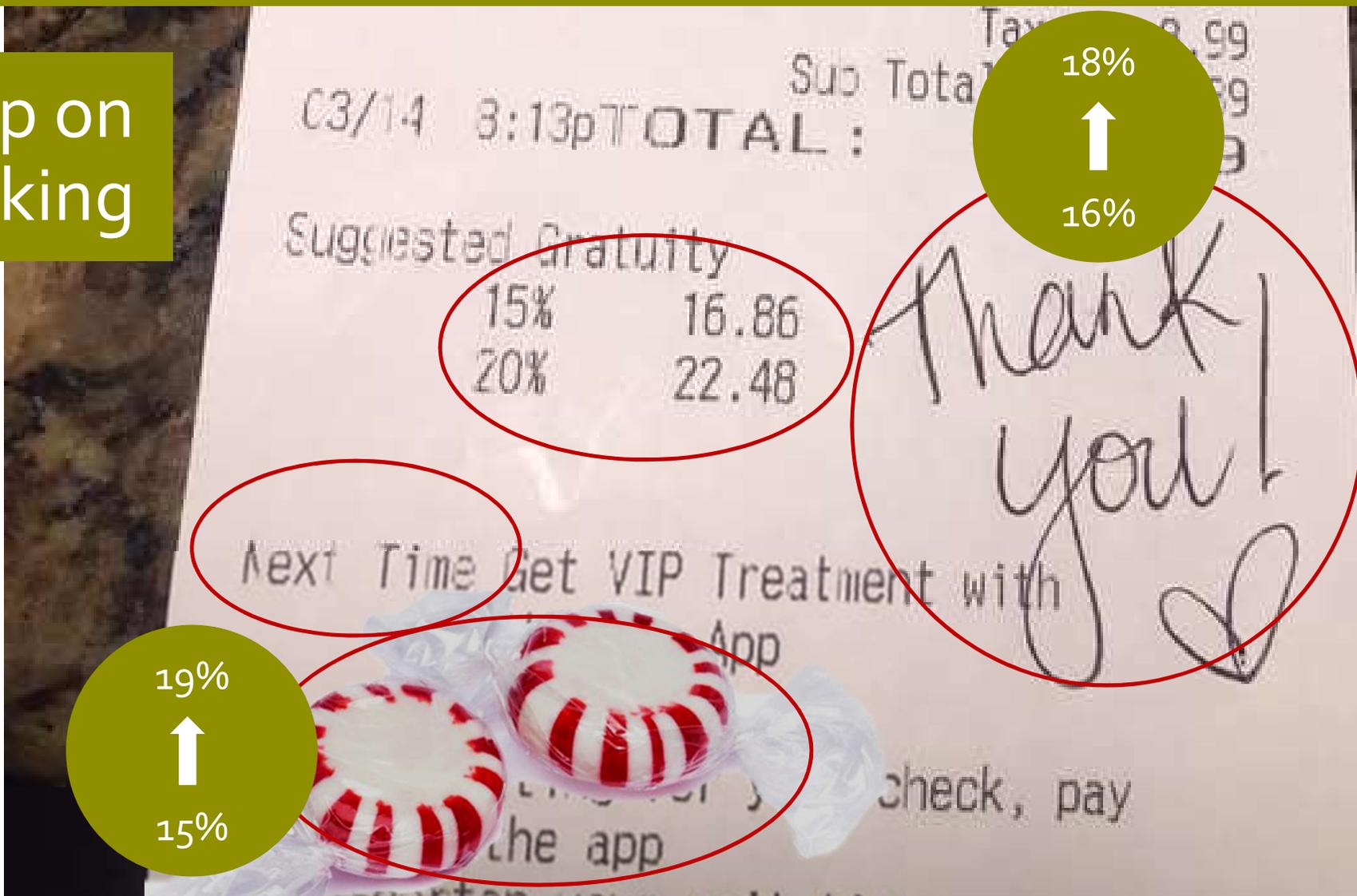
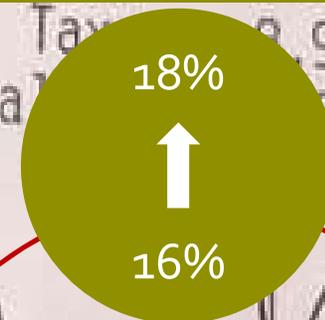
Mega Tips 2: Twenty Tested Techniques to Increase Your Tips

Michael Lynn Ph.D.
Cornell University, wml3@cornell.edu

A Tip on Thanking

Mega Tips 2:
Twenty Tested
Techniques to Increase
Your Tips
Michael Lynn Ph.D
School of Hotel
Administration
at Cornell University

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Today's Conversation

- What donors are looking for in a thank you
- Systems for thanking (who/what/when)
- Thanking ideas
- Bonus thanking ideas
- Discussion!



Why Give?

Why Give Thanks?

Share Pair Exercise

What does **great thanks** feel like?

How have you received thanks
in ways that made you feel
GREAT? MEH? UNHAPPY?

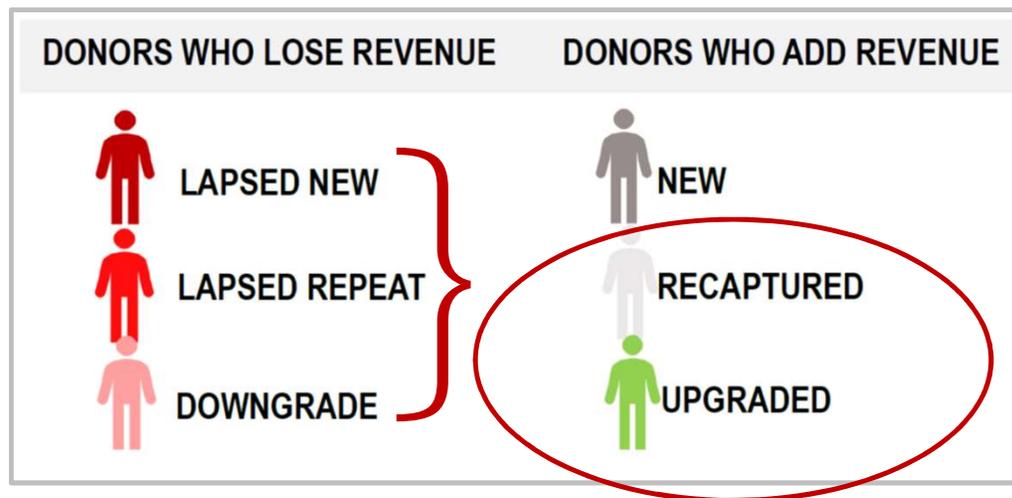
People Give to Make an Impact

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Practical Reasons to Prioritize Great Thanking

- National nonprofit donor retention* ~ 43%.
- It costs less to increase a donation than to secure a new one.
- Existing donors are more likely than new ones to convert to bigger gifts.



* 2017 Fundraising Effectiveness Project report by the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at Urban Institute.
<http://afpfe.org/wp-content/uploads/2017/04/FEP2017Report4212017.pdf>

What's Great Thanking?

Insert Name and Address
Dear ("*Insert Donee's Name*")
Thank you for your donation of
Organizations Name) on
Organizations Name
limited to, etc.
organiza
ge

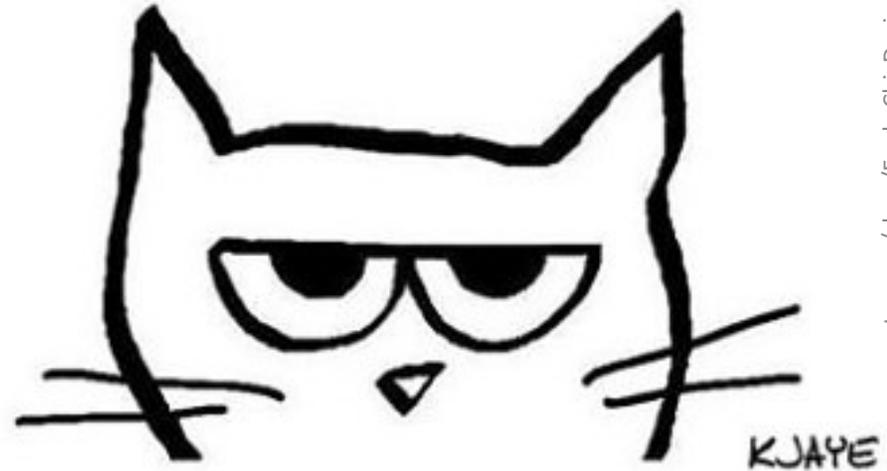
What they hear

blah blah GINGER blah
blah blah blah blah blah
blah blah GINGER blah
blah blah blah blah...



What they feel

Here you go.
I thanked you.
We're done now.



Donor-Centric Thanking Helps People...

- Feel appreciated
- Feel pride
- Know they are making an impact
- Increase their investment in your success

Donor-Centric Thanking Helps Secure...

- THE NEXT GIFT!
- BIGGER GIFTS!
- Word of Mouth to influence other donors!

Systems for Great Thanking

- Who?
- When?
- What?

Be ready!



What is "Ready"?

- Schedule > Habits
- People > Culture
- Tools > Ways to Thank

Timing is everything!



Inventory Exercise

Compare notes:

Who is involved?

How do you say thanks right now?

Establish Habits

Sample Stewardship Plan

 PURSUANT. 

Sample Donor Stewardship Plan: Lakeland Animal Shelter		Who is Responsible?	When?	1st time donor	2nd Gift	3+ Gifts
Thank-you phone call	Provide phone numbers	Development Staff	Within 48 hours	✓	✓	✓
Thank-you call from CEO	Provide phone numbers	CEO	Within 48 hours	✓	✓	✓
Hand-written thank-you note with a photo of a shelter animal, signed by Development Director	Provide a card, mail	Development Staff, signed by Director	Send within 24 hours	✓	✓	✓
Impact letter: "Remember that donation you made a month ago? This is what you've already done!"	Print and send	Development Staff	30 days	✓	✓	✓
Send video update of impact	Create and send	Development Staff	Quarterly	✓	✓	✓
Donor Interest Survey	Email survey	Development Staff	Two months	✓	✓	✓
Celebrate donor-versary	Send anniversary card	Development Staff	Annually	✓	✓	✓
Birthday card	Provide card, send	Development Staff	Annually	✓	✓	✓
Invitation to Shelter Shindig	Send invitation	Development Staff	Birthday	✓	✓	✓
Holiday cards	Provide mailing list and cards, send	Development Staff	Annually	✓	✓	✓
Invite to Coffee with the Cats and Canines donor appreciation events	Email invitation	Development Staff	2nd week of November	✓	✓	✓
Thank-you story from an adopted pet (written by adopter)	Pick and provide a story from collection, mail out	Development Staff	March, July, October	✓	✓	✓
			2x a year	✓	✓	✓
			Someone impacted by gift	✓	✓	✓
			in annual report	✓	✓	✓
			write to donor appreciation event	✓	✓	✓

\$1-\$499	\$500-\$999	\$1,000-\$2,499	\$2,500+	ACTION	OWNER
✓	✓	✓	✓	Set up	MGO
✓	✓	✓	✓	Give gift amount, background, script	Board Chair
✓	✓	✓	✓	Send Board Chair info, card	Board Chair
✓	✓	✓	✓	Provide phone number	CEO
✓	✓	✓	✓	Call	MGO
✓	✓	✓	✓	Provide card	MGO
✓	✓	✓	✓	Write, send	CEO
✓	✓	✓	✓	Write card	CEO
✓	✓	✓	✓	Pull list, call	MGO/CEO
✓	✓	✓	✓	Write	MGO/CEO
✓	✓	✓	✓	Produce, email	CEO
✓	✓	✓	✓	Produce, email	MGO
✓	✓	✓	✓	Identify, provide stationary, mail	MGO
✓	✓	✓	✓	Put together mailing list	MGO
✓	✓	✓	✓	Run report	MGO

Returning

Camper

First-Time

Differentiate

Do they care who I am?

Current Parent

Upgraded

Alumnus/Alumna

Volunteer

Sample Jewish Camp Stewardship Plan

To-do	Who?	When?	1st-time donor	2nd Gift	3+ Gifts
Thank-you phone call	Development Staff	Within 48 hours	✓		
Thank-you phone call	Director or Board member	Week 1		✓	✓
Tax receipt letter	Development Staff, signed by Director	Week 1	✓	✓	✓
Hand-written thank-you note	Development Staff or Director	Week 1	✓	✓	✓
Impact outreach: "See what you've already done!" (letter, video, newsletter, your choice)	Development Staff	30 days	✓	✓	✓
Rosh Hashanah & Passover or Purim greetings	Development Staff	2x/year	✓	✓	✓
Thank-you story from beneficiary (camper, family, staff, etc)	Development Staff	2x a year	✓	✓	✓
Impact Report	Development Staff	Annually	✓	✓	✓
Invitation to meet	Development Staff, Director, or Board	Annually			✓

To-do	Who?	When?	Under \$500	\$500+	\$1000+
Social media shoutouts	Development Staff	Within 1 week	✓		
Invitation to meet for coffee	Development Staff, Director, or Board	Annually		✓	✓
Invitation to Shabbat at camp	Director	Annually			✓

The Very Minimum Thank You Plan



Tax letter

2 days

Acknowledge:
1st gift, repeat gift,
bigger gift



Handwritten
Thank You

1 week

Personal &
visceral



Phone call

1 week

Appreciate
(and get to
know the giver)



Story of
Impact

30 days

So many stories,
so many ways to share!

Tax Letters with Verve

Dear Jim,

You made my day!

Personal appreciation

Gratitude & immediacy

As I sat here this morning opening the mail, I came across your generous donation. I can't tell you how much I appreciate your support for our lifesaving work with Toledo's most vulnerable children.

Here at Better Tomorrow, our goal is to make sure that no child in our area ever goes to bed hungry. While we served over 150,000 hot meals to children ages 2-18 in 2014 the sad fact is that over 5,000 kids in our area still went to bed hungry most nights last year.

The need

How the donor makes a difference

Your generous donation of \$200 will go a long way to helping us end child hunger in Toledo and beyond. In fact, **with your gift**, we will be able to provide **over 85 hot meals** to undernourished children in 2015.

Thank you! You have made a real difference in the lives of the kids we serve. Thanks to you, 85 children will go to bed full, well-nourished, and better off than the night before.

connecting donor to impact

Jim, thank you once again for your donation. It means the world to us!

Personal appreciation

With gratitude,



From "Steal This Thank You Letter! A Sample Donor Thank You Letter for Your Non-Profit",
<http://www.thefundraisingauthority.com/individual-fundraising/sample-donor-thank-you-letter/>



Make your tax letter heartfelt

The tireless work of PIH's founders is uplifting to behold in this way, but what the film makes really clear to me is what it doesn't quite say out loud: There would be no story to tell if not for you, your generosity, and the work you make possible every day.

Ophelia, Paul, and Jim were blocked at nearly every turn by drug-resistant diseases, political bureaucracy, and a consensus among the medical establishment that you don't treat poor people with expensive medicines. Thirty years later, Partners In Health continues to confront the same kind of obstacles, but as *Bending the Arc* shows, we've learned how to be successful against the odds. That's an achievement that belongs to you and your dedicated support.

Your SUPPORT makes a difference in the lives of children with diabetes!

Dear Rainier Lions,
Thank you so much for your donation to Camp Leo this past year! Thanks to clubs like yours, in 2014 we were able to provide the experience of a lifetime to over 250 children with diabetes - a fun, safe environment where they can take steps toward independence and health. Thank you, for changing the lives of these children.

John,

11.15.13

Thank you and the Reynolds Veterans Association so much for your generous contribution to Gravatt's Christmas Retreat for Military Families. Your continued support allows us to provide a program that these families look forward to all year and offers them a time to relax, reconnect, and enjoy the holidays together.

Thank you
Meredith Cook



Gravatt is a sanctuary for the ministry of faith formation, hospitality, leadership development, and environmental stewardship.

Handwritten thanks

Dear Bill,

On behalf of the Walpole, PTG, thank you! for your very generous \$100 donation as a Bronze Sponsor. Because of your gift Walpole children will be able to experience hands on field trips and enrichment activities - an invaluable part of their education. Thanks again for your support. We greatly appreciate it!

Stephanie Vickers Heddon
Walpole Parent Teacher Group

The Phone Call:

The best, cheapest, fastest,
most memorable donor experience of all



Research by Penelope Burk, advocated by Blackbaud:

New donors who receive
a call within 48 hours
of making their first gift
will give approximately
40% more the next year.

The Phone Call: The perfect Board Member task

Hi, this is _____. I'm a _____ (volunteer board member, staff member) of _____ (Camp Name).

I'm NOT calling to ask you for money. I'm just calling to thank you for the donation you made to camp's _____ campaign. It will really make a difference to _____ and I wanted to tell you personally how much we appreciate it, especially because I understand that this is _____ (your first, a bigger, such a substantial) gift and it means so much to have you as a _____ (camp family, alum, friend).

Strive for 6+ Thanking Touchpoints Each Year

Send:	Invite to:	Share a:	Meet:	Welcome:
Email	Social event with the Director	FB/Insta Photo	Leadership staff	Their camp stories
Prompt tax letter	Social event with camp community	FB Video	Other donors	Their expertise
Mail	Tour of camp (in or out of season)	Camp song	Alumni	Their perspective
Photos	Performance/event at camp	Camp recipe		
Video	Local camp meetups	Camper art		
Summer updates	Alumni reunion	Camper letter		
Newsletters	Shabbat dinner at camp	Parent letter		
Holiday greetings	Shabbat dinner near where they live	Yearbook		
Impact Report	Leadership Giving society			

Pick ones that work best for you, or add your own!

The Very Minimum Thank You Plan



Tax letter

2 days

Acknowledge:
1st gift, repeat gift,
bigger gift



Handwritten
Thank You

1 week

Personal &
visceral



Phone call

1 week

Appreciate
(and get to
know the giver)



Story of
Impact

30 days

So many stories,
so many ways to share!



THANK YOU!

You've Just Changed Lives.



Automate
AWESOME

Without your support, half of these children would not be able to spend a summer at Tamarack. That means, because of you hundreds of our community's children strengthen their Jewish identity, meet new friends and gain self-confidence at such a critical time in their lives. Because of your donation, we allocate more than \$1 million in financial aid - more than any Jewish camp in the world.

Please know that 100% of your gift goes to Send a Kid to Tamarack, building a vibrant Detroit Jewish community for children and families!

YOU MAKE IT HAPPEN!

Donor Appreciation

donate
today

Go public

ways to give

Learn more about how you can contribute to Camp Tawonga's future by following the link below

learn more

Thank You to All of Our Supporters!

We are deeply grateful for the support of foundations, Jewish Federations, synagogues and hundreds of individuals who help make Tawonga one of the most exceptional Jewish overnight summer camps in the nation.

Children and families feel the impact of your generosity and Tawonga is incredibly grateful for the investment you've made. Your dedication and commitment to this important San Francisco institution enables us to develop impactful programs, maintain and steward our majestic land and continue making overnight Jewish summer camp available to everyone in our community in need, as we have for over 90 years.



staff testimonial

Within my first week at Camp Tawonga, I became acutely aware of the fact



Dear Jewish federation
thank you for the scholarship
for camp it was so fun I
really enjoyed the great they
were so nice and the chike
were nice to my favorite
thing was Maccabiah I gilly
hanging out with other Jewish
Boys the reason why I
want to go next year is to
hang out with all my new
Jewish friends thanks
again for helping to pay for
camp thank you thank
you thank you from

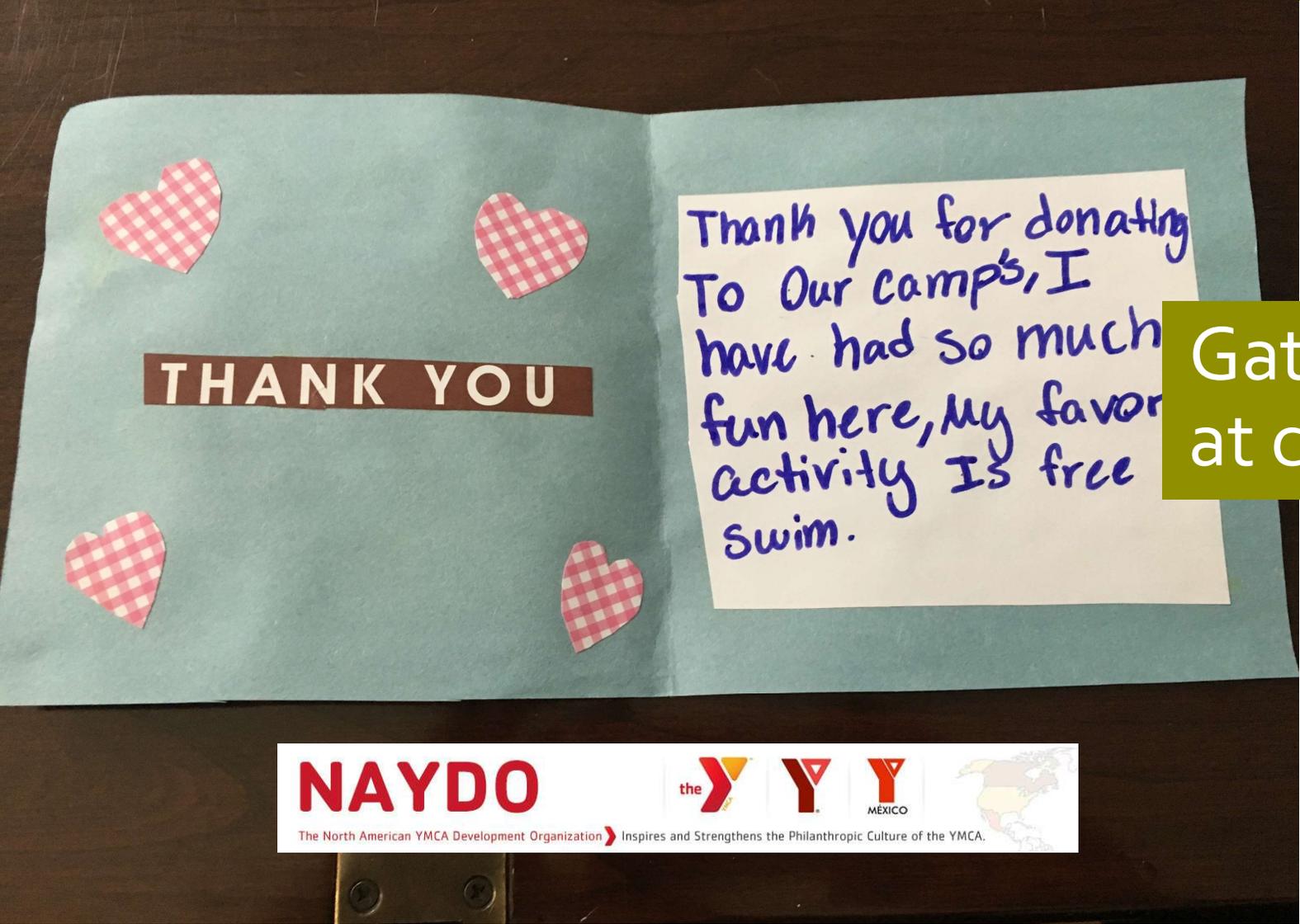
Dear Jewish federation of greater Seattle,

In writing this letter
you very much for
JURY Camp I am
pleased to go on my
I have encountered my
old friends, and many

As I was at camp I did many
things, I read/studied to teach,
went to service, I had a lot of
delicious learning, I climb the tower/
went on the swing. It was the best
2 weeks of my life. I am pleased to
go on to my 6th year.

Thank you,

Gather stories after camp



THANK YOU

Thank you for donating
To Our camp's, I
have had so much
fun here, My favor
activity is free
swim.

Gather stories
at camp?

NAYDO
 The North American YMCA Development Organization > Inspires and Strengthens the Philanthropic Culture of the YMCA.

What did you like **BEST** or find most **MEANINGFUL** or **TRANSFORMATIVE** about this summer's Camp Pembroke experience?

Gather stories
in surveys

What does this financial assistance mean to you? We'd like to quote you-- anonymously! Your words can motivate and encourage donors considering gifts to support the Camp Tel Noar Scholarship Fund.



Summer ▾ Year-Round ▾

Share stories
online



To Our Donors

Below are some words from families about the impact camp has on their lives:



[Home](#) > [Give to Jacobs](#)

On behalf of the your support! Yo a powerful, posit Our camps trans immersive exper new and vital fut community.

Below are some

We want to thank you and your staff for the wonderful experience our granddaughter had in Olim. She has not stopped talking about camp and can't wait to go back next year. She woke up one morning and said "I don't want to be here; can I go back to camp?"
- Grandparents of 1, First-Timer, Memphis, Tennessee

When my mother and I dropped off our camper, I was immediately impressed by the ruach, warmth, and professionalism of the staff, as well as their tremendous commitment to Jacobs.
- Mother of 1, First-Timer, Memphis, Tennessee

Share stories online

SUMMER CAMP SCHOLARSHIP THANK YOU LETTER



Dear Jewish Federation,

I always knew that going to camp would be something special, especially being provided the opportunity to meet with Jewish teens involved in BBYO from all over the world. After listening to friends talk about their life changing experiences, I was finally able to join them. A few important things CLTC taught me was standing up for my community, being a Jewish leader, and the power of friendships. These lessons not only shaped my camp experience but also my personal one. The tools I learned I can use for the rest of my life.

 Sep 1, 2015



Share stories in print

> Ensuring that others can have a Cohen Camp or program

- 29% of campers depend on our financial aid
- 119 donated on GivingTuesday, raising \$11,000 for camp scholarships (\$3,000 over our goal!)

Overnight camp experiences are like no other. I feel fortunate that my kids are able to experience Tevya and connect with so many Jewish children.

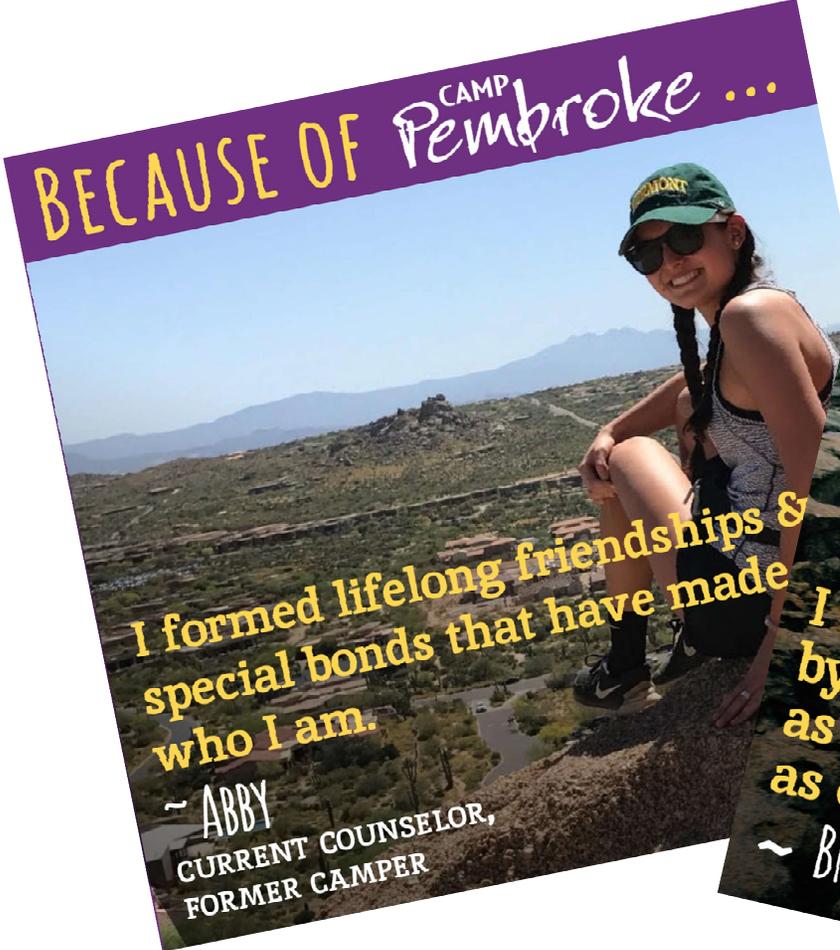
Generous financial assistance has given our daughter a sisterhood at Pembroke and a new spark. It has given my family pride, pride that our Jewish community is a tribe that helps hold us up.

Financial assistance means everything. I will be forever grateful that my child could participate in Dor L'Dor.

Thank you for helping my children have an experience of a lifetime. CTN is their home away from home, their family!



Share stories on social media



BECAUSE OF ^{CAMP} *Pembroke* ...

I formed lifelong friendships & special bonds that have made who I am.

~ ABBY
CURRENT COUNSELOR,
FORMER CAMPER



BECAUSE OF ^{CAMP} *Pembroke* ...

I have grown up surrounded by strong women, as role models, as leaders, as campers, as friends.

~ BROOKE, ALUMNA



St. Baldrick's Foundation

Like This Page · November 12, 2015 ·

Megan braved the shave & raised over \$2,700 with her brother and dad!

"I feel very strongly that childhood cancer is underfunded & the fact that I got to help raise money toward research is all the more reason I decided to shave my head!" <http://bit.ly/shavees-signup>

Spotlight a donor



101 Shares

43 Comments



Lorie Carlson Clark You inspire me to be better everyday!

Like · Reply · 1 · November 12, 2015 at 7:37pm



Wendy Arnold Awesome.Great young lady

Like · Reply · November 12, 2015 at 12:39pm



Pat Mitchell God Bless you Megan



Write a comment...



McMaster Alumni
@McMasterAlumni

Follow

Hi @GoFer1t, we just got your gift to #McMaster - thank you! Hope you don't mind, we found your yearbook... #gomacgo



RETWEETS 2 LIKES 2

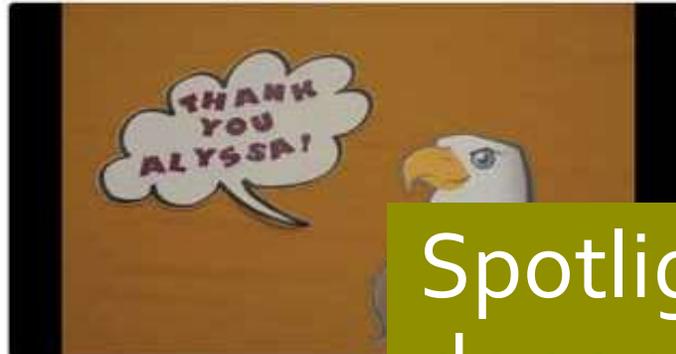
9:50 AM - 16 Dec 2015

Steve Merker @GoFer1t - 16 Dec 2015
@McMasterAlumni Happy to support my alma mater! #McMaster #gomacgo
Thanks for the memory pics - it's not even TBT! Where did the time go?!

McMaster Alumni
@McMasterAlumni

Follow

We love #McMaster donors! @alyssaglai made a gift to support students today, so we made this to say thanks Alyssa 🙌



RETWEETS 5 LIKES 5

3:09 PM - 14 Sep 2015

Alyssa Lai @alyssaglai - 15 Sep 2015
@McMasterAlumni Thanks for the #donorlove and the cute video, #McMaster!
#gomacgo

Spotlight a donor



Camp Judaea shared Nicole Zeligman Perez's post.



September 13, 2016 · 🌐

Proud of our camper, Leah Perez, and her decision to help send two campers to camp this summer! Please consider making a gift to Camp Judaea Scholarship in honor of Leah's upcoming CJ Bat Mitzvah...



Nicole Zeligman Perez

September 12, 2016 · 🌐

Hello everyone—this is Leah. I am writing this letter as I prepare to become a Bat Mitzvah. This is a really important year for me and my family as I become a woman in the Jewish religion. For one of my mitzvah's (good deeds) this year, I want to be able to raise money to send 2 kids to Camp Judaea this summer. For this I have a goal to raise \$8,500. I know this is a lot of money but it is worth every single penny and is possible with the help of everyone.

Help your donors



Beber Camp

September 18 at 4:52pm · 🌐



Congratulations to Sophie on a wonderful fundraiser for her Beber Mitzvah Project this past weekend! Couldn't make it to Rockin' Jump? No problem! Discounted tickets are still available, now through Friday, and you have three months to use them for a fun afternoon with your campe
And don't forget - \$5 from every ticket helps support Beber Fund!

Congratulate
your donors

<https://app.locbox.com/campaigns/127101>

Rockin' Jump is extending Sophie Golden's Fundraiser for BEBER Camp! Until Friday, 9/22 at 11 PM

The District 76 PTO is trying to raise funds for the 8th grade dance, and wants you to be a part of the fun on Friday, April 15th from 7pm-9pm For just \$15 (a \$9 discount)

Role Models and Mensches at Camp Pembroke



Posted by [Ellen](#) on [12/15/2016](#) | [Share:](#)

We were so thrilled to find out that one of our young campers, Aliya, decided to generously donate a portion of her weekly allowance for many months to Camp Pembroke, her summer home which she loves. She is donating part of her allowance in honor of her counselors and older campers; her role models. In [...]

[READ MORE](#)

Showcase
your donors

Black Friday. Cyber Monday.

#GIINGTUESDAY™

November 28, 2017

Thank You Wednesday.



Be ready
beforehand

#GIVINGTUESDAY™ 2014

700,000 

Tweets about the national #GivingTuesday movement on December 2



Plan thanks in advance

9,000

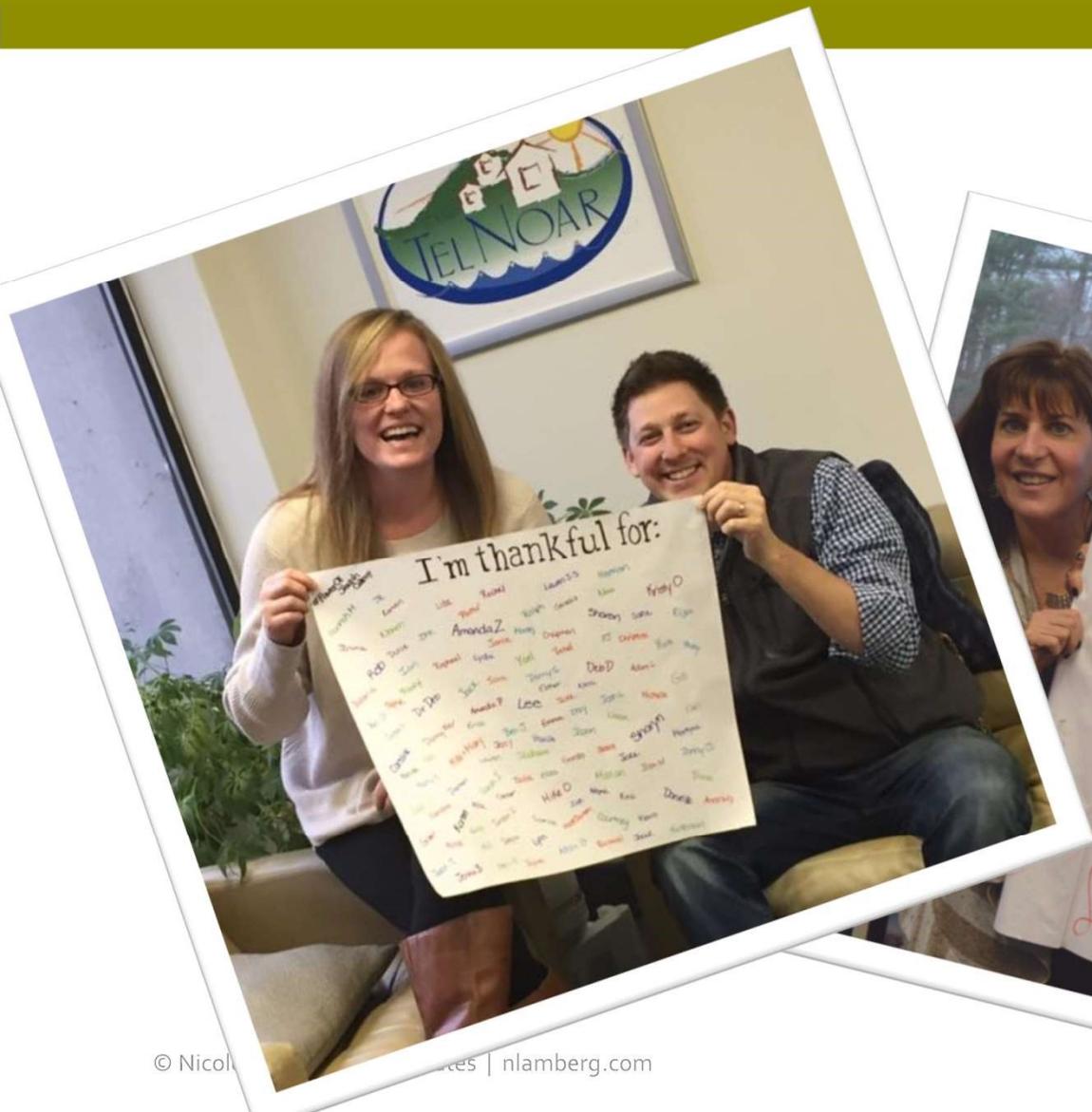
NYC public school children enjoyed outreach concerts at 92Y, plus free webcast views

5,000 

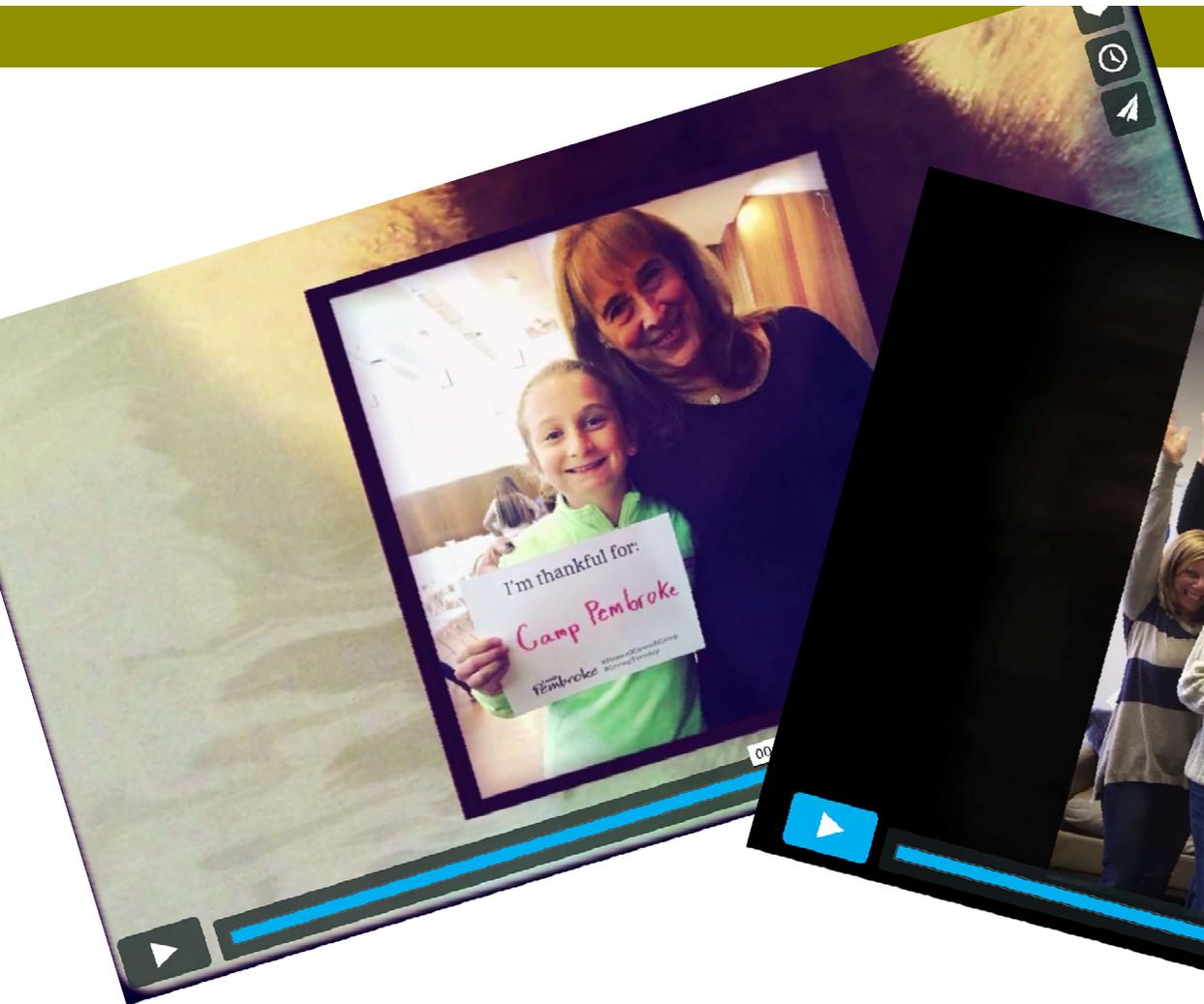
Toys collected by 92Y for kids in our local community

2,000

Thanks in photos



Thanks in videos



Thanks FROM donors!

We're giving because our kids spend the year counting down the days until they are back "home".

Thank you to all the amazing staff at Tevya – and especially to Seth for being an incredible role model/counselor to our kids.



#CampRoleModel
#GivingTuesday





Build a culture of givers



Postcards from camp



Postcards that share camp



Harper College Educational Foundation



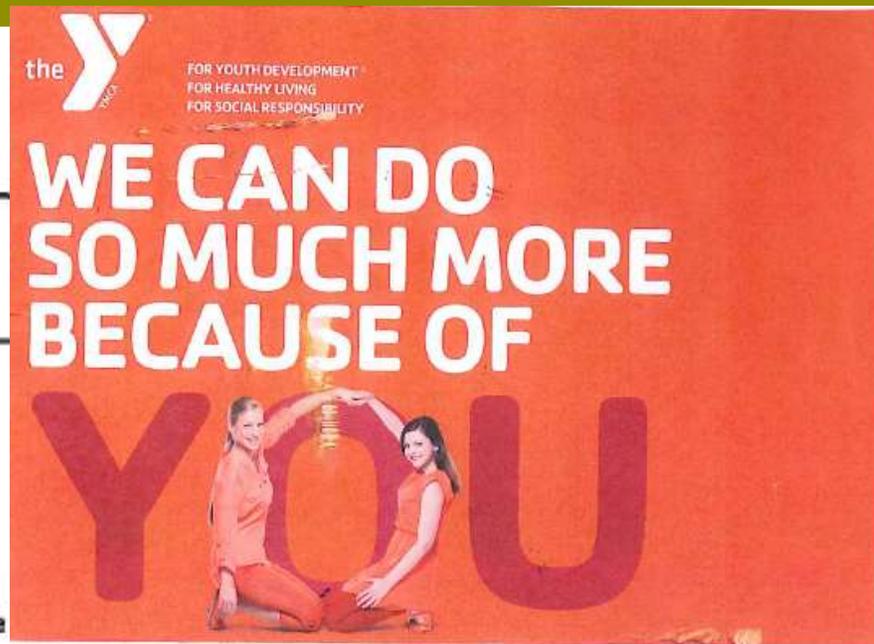
THANK YOU!

Thank you for giving to the YMCA of Greater Charlotte in 2013. Because of you, our Y was able to raise \$4,703,271 to support those who need us most in our community.

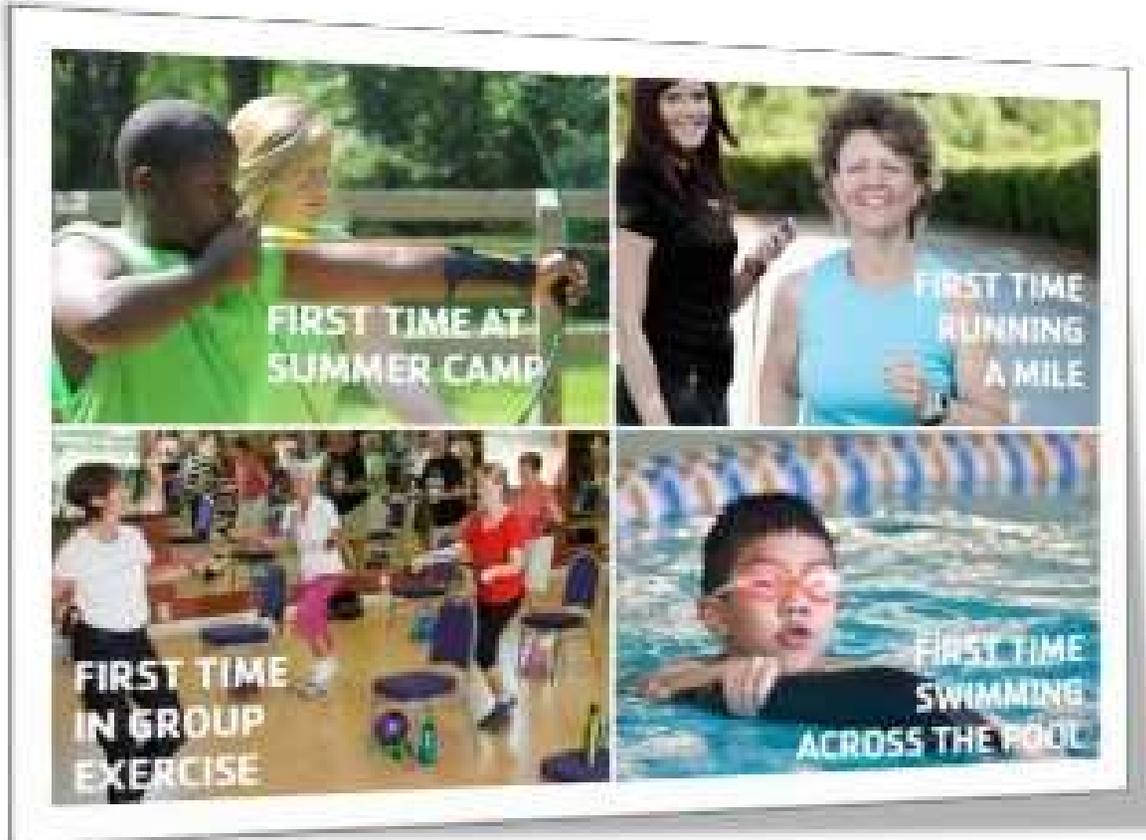
Your gift is giving young people a chance to achieve their potential, empowering people of all ages to lead healthier lives and strengthening the bonds of our community.

Every gift matters, especially yours, as we work every day to ensure a brighter future for our community. Thank you. Together, we're able to do so much more.

YMCA OF GREATER CHARLOTTE
The Y. So Much More™



Postcards at the end of the year



Postcards
all year



Memorable experiences

DONOR DAY 2017 BECAUSE OF YOU...

Because of YOU our campers are having the BEST SUMMER EVER! Donor Day is right around the corner and we'd like to invite you to come and experience camp with our kids and teens in an adventurous, active and healthy day! Thanks to donors like you, we can ensure that all youth have the chance to experience camp and create memories to last a lifetime.

Register for any of our Donor Days below:

Cordova

Wednesday, July 12th

Davis

Monday, July 10th

Bonus Ideas



Treat Parents Like Donors, Too



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Ithaca Area United
Jewish Community
Honoring Our Past, Shaping Our Future

Treat Staff Like Donors, Too

JewishBoston blog:
Around the Camp Directors
Thanksgiving Table – A Thank You
Note to Counselors
November 27, 2014
By [Claire Winthrop](#)

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Why are you thankful to your counselors?

“For their patience, tireless work and their commitment to doing what they can to have a positive impact on the life of each of their campers.” Laura Gurvis, [URJ Camp Eisner](#)



“For their desire to be on staff so that they can be there for their campers, and no longer for themselves. They really “get it” too.” Ellen Felcher, [Camp Pembroke](#)

Laura Gurvis, URJ Camp Eisner

“For their passion for Camp and giving back to their campers.” Ken Shifman, [Camp Avoda](#)



“For their patience with our kids and with me this past year as I learned all about Bauercrest in my first year. Their dedication to deliver a memorable program for our campers each and every day of the summer is unbelievable to watch.” Eric Rightor,

Eric Rightor, Bauercrest [Camp Bauercrest](#)



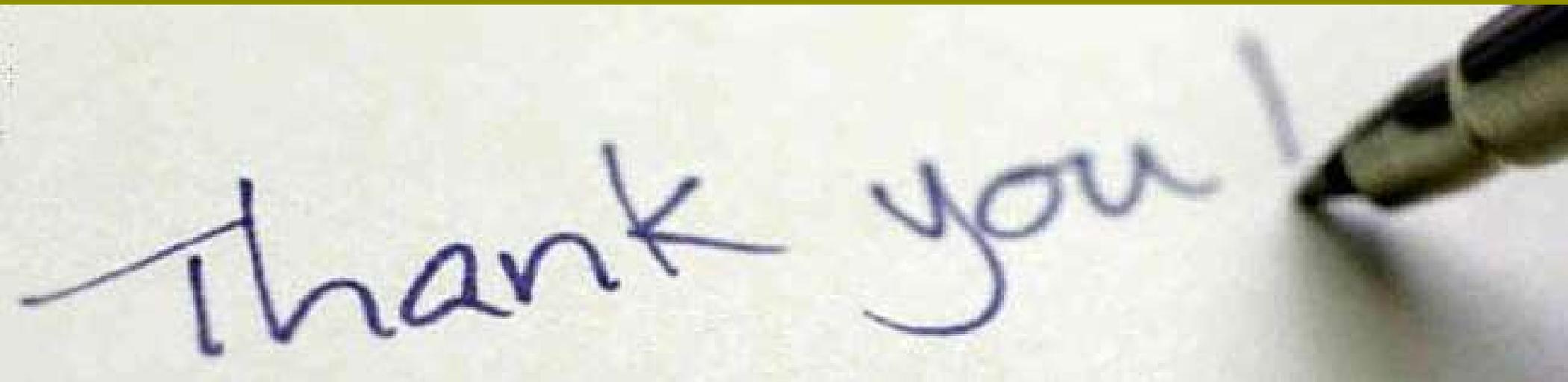
Pick a day next week to declare...

Be Your Own Donor Day

With thanks to Network for Good: <https://www.networkforgood.com/nonprofitblog/be-your-donor-day/>

Today We Covered:

- What donors are looking for in a thank you
- Systems for thanking (who/what/when)
- Thanking ideas
- Bonus thanking ideas
- Discussion!



NICOLE
LAMBERG
& Associates

Niki Lamberg
617.869.8695
nl@nlamberg.com
nlamberg.com