Communications that Energize Your Donors

JCamp 180 Annual Conference
Tweet your “aha!” moments

#JCampConf
A Tip on Thanking

Cornell University School of Hotel Administration
The Scholarly Commons

Center for Hospitality Research Tools

3-1-2011

Mega Tips 2: Twenty Tested Techniques to Increase Your Tips

Michael Lynn Ph.D.
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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
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.

What’s Great Thanking?

What they hear

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 Donor Stewardship Plan: Lakeland Animal Shelter

<table>
<thead>
<tr>
<th>Step</th>
<th>1st Gift</th>
<th>2nd Gift</th>
<th>3+ Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thank you phone call</td>
<td>√</td>
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<td>√</td>
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<tr>
<td>Provide phone numbers</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Development Staff</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Within 48 hours</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Create and send</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Development Staff</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Form and mail</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Email survey</td>
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<tr>
<td>Development Staff</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Within 48 hours</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>1st week of November</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Send anniversary card</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Development Staff</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Celebrate donor-versary</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>2nd week of November</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Send thank you note</td>
<td>√</td>
<td>√</td>
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<td>Development Staff</td>
<td>√</td>
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<td>ANNUAL</td>
<td>√</td>
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</tbody>
</table>
Differentiate

Do they care who I am?

Returning

Camper

First-Time

Current Parent

Upgraded

Alumnus/Alumna

Volunteer
# Sample Jewish Camp Stewardship Plan

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

<table>
<thead>
<tr>
<th>To-do</th>
<th>Who?</th>
<th>When?</th>
<th>Under $500</th>
<th>$500+</th>
<th>$1000+</th>
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</thead>
<tbody>
<tr>
<td>Social media shoutouts</td>
<td>Development Staff</td>
<td>Within 1 week</td>
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<tr>
<td>Invitation to meet for coffee</td>
<td>Development Staff, Director, or Board</td>
<td>Annually</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Invitation to Shabbat at camp</td>
<td>Director</td>
<td>Annually</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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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!
Dear Jim,

You made my day!

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.

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.

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

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/
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.
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 management for their own care. Children do not have to let diabetes control their future. Children like mine.

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.

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—enrichment activities—and hands off of their education. Thanks again for your support. We greatly appreciate it!

Stephanie Vickers Heddon
Walpole Parent Teacher Group

Handwritten thanks
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

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

Pick ones that work best for you, or add your own!
The Very Minimum Thank You Plan

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- **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.

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!
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.
Dear Jewish federation

Thank you for the scholarship for camp. It was so fun. I really enjoyed the great guys they were so nice and the hikes were nice to my favorite thing was Maccabia. I really enjoyed hanging out with other Jewish boys the reason why I want to go next year is because I have met so many new friends. Again thank you for helping to pay for camp. Thank you from

Dear Jewish federation of greater Seattle

In writing this letter I want to say you very much. I am very proud of URS camp. I am pleased to go on my eight years old friends, and many things I read/studied in the teacher Mr. Wexler's class. Amazing, 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.
Thank you for donating to our camps. I have had so much fun here, my favorite activity is free swim.
What did you like BEST or find most MEANINGFUL or TRANSFORMATIVE about this summer's Camp Pembroke experience?

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.
To Our Donors

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

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
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.
Ensuring that others can enjoy 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!
I formed lifelong friendships & special bonds that have made who I am.

~ Abby
Current Counselor, Former Camper

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

~ Brooke, Alumna
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
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.

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.
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 camper.

And don't forget - $5 from every ticket helps support Beber's Fund!

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 donated 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 [...]
Thank You Wednesday.
Be ready beforehand
Plan thanks in advance
Thanks in photos
Thanks in videos
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

“I’m thankful for: my friends, family and my home.”
Build a culture of givers
Camp season has been fantastic! Our generous support helped send over 4,000 children to a record-breaking 60 sessions of Camp Kesem this summer! We’re also super-proud of our 1,800 college student leaders who passionately plan, organize, and staff all of our camps—and along with you—make a lasting impact on the lives of so many children.

All of us at Camp Kesem send a shout out of gratitude for your...
Postcards that share camp

Harper College Educational Foundation
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™

WE CAN DO SO MUCH MORE BECAUSE OF YOU

Postcards at the end of the year
Postcards all year
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
Treat Staff Like Donors, Too

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

“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, BauercrestCamp 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!
Thank you!