

Engaging Your Donors After the Gift

Acknowledge, Engage, and Communicate

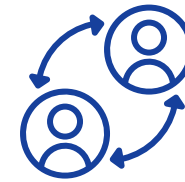


Acknowledge Your Donors

Receipts: Provide a donation receipt that shows the
Donor Name
Donation Date
Donation Amount
Organization Tax Deductible Statement
Organization Name and Information

[↪ The IRS requirement for Written Acknowledgements](#)

Acknowledgement: Thank your donors and relay the impact their gift made on your organization. You can include your goal progress and how their gift helped reach or make progress to the goal.



Engage With Your Donors

Engage with your donors outside of receipts and donation asks.

- Send welcome emails and information to new donors.
- Run contact reports to personalize your communication.
 - Last gift dates, gift anniversary, birthdays, etc.
- Use sign-up forms to personalize donor involvement.
 - Volunteer Opportunities
 - Upcoming Events
 - Newsletters and Updates



Communicate With Your Donors

Personalize communication with your donors.

- Ask donors their preferred methods of communication.
 - Email, Mail, Phone Calls, Text Messages.
- Track activities completed with your contacts and keep them up to date.
- Segment your donor communication lists to personalize your communications and ensure they are relevant to your donors.