



DONOR ACKNOWLEDGEMENT PLAN

GOAL: Improve donor retention rates by taking the time to properly thank and build relationships with existing donors.

ALL DONORS RECEIVE:

A letter of thanks on UMC letterhead with pertinent required IRS language included. The letters will be:

- Prompt
- Personally addressed
- Accurate

Letters will be hand-signed by the ED or the Board President and each will also include a handwritten note. They will be mailed within one week of receiving the donation, sooner if possible. Each will be copied and filed in the donor's file for quick access should donor request another copy later.

Thank you letters will not simply be a receipt for a donation, but rather a reinforcement of why the gift was given in the first place. We aim to tie the donation to the impact it will have, express heartfelt gratitude and pave the way for a deeper relationship with the donor.

PLUS, DONORS \$250 and up RECEIVE:

A thank-you call, when contact info is available.

The ED or Executive Committee/Board volunteers will aim to call anyone who gives a gift valued at \$250 or more. The calls should happen within a month from receipt of a gift. These calls are only meant to express thanks.

Callers will:

- Address the donor by name. Give caller's name and affiliation.
- Mention the last gift and say thank you.
- Leave a friendly voicemail if no answer.

If the donor is particularly engaged, the caller can ask some questions like: "what keeps you giving?" Or "how has UMC impacted your life or the life of someone you know?"

PLUS, DONORS \$500 and up RECEIVE:

A hand-written thank you note from a Board member.

UMC will organize this effort by periodically providing Board members with UMC notecards, a suggested script and a list of recipients. Cards will be returned and mailed from the UMC office.