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CONSULTING
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Thank Your Donors

A few years ago, we attended a workshop with Jerry Panas where we learned that we should be calling donors to thank them for gifts of $100 and up.

Whoa! For many of us, that's a lot of phone calls! On the other hand, what's more important than thanking our donors – and getting a chance to talk to them for a little bit on the phone?

One solution – Use Volunteers: Many of us ask our volunteers and board members to make calls, but we're sometimes disappointed with the lack of meaningful conversation and information gathering volunteers are able to do. Jerry Panas suggested that a short volunteer training and scrip could help with this problem.

Training your Volunteers:

- Provide a brief training for your volunteers prior to their calls.
- Give them a form they can fill out with a place for corrections of contact info, answers to simple questions donor may have, and possible questions the volunteer can ask the donor.
- Make sure they understand why the calls are important and why they should write down everything they hear.

Questions Volunteers can ask when making Thank You Calls:

- How did you hear about us?
- Why do you give to our organization?
- How long have you been giving to our organization?
- Which program is your favorite?
- Would you like to come down for a tour or briefing?
- Do you have any comments, questions, or suggestions I should share with the board or Executive Director?