

It's Thankuary!

Donor Love & Appreciation at its Best




venture 1:9

January 31, 2024

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POSTMODERNPULPIT

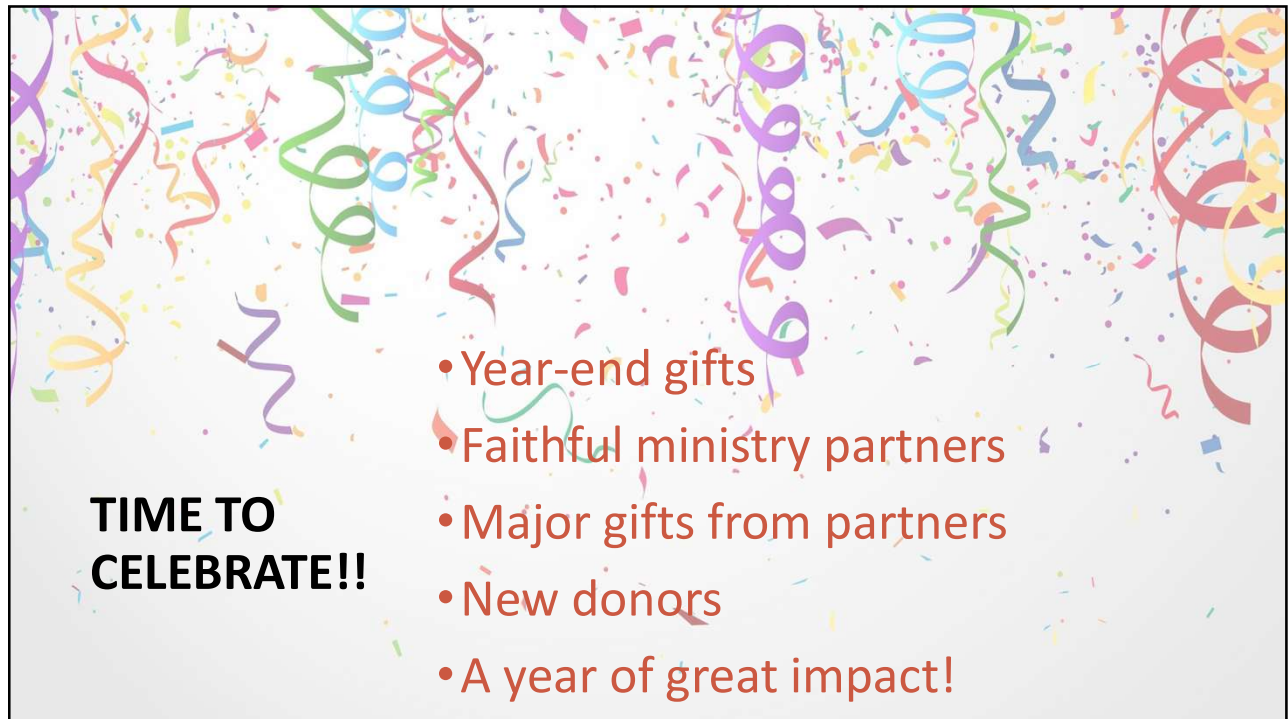


YOU DO THE MINISTRY, WE DO THE WEBISTRY

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Donor Love Starts with Genuine Gratitude!



5

Let's Celebrate Thankuary

- Thank you's for Year-End Giving
- Annual Tax-Deductible Giving Reports & Impact Reports
- Thank you for making an impact in this world!



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Do you know what is an unsung holiday for loving on donors?

Valentine's Day!

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23 WAYS TO
SHOWER
DONORS
WITH
LOVE

MY TOP 5 ...

1. **Personal snail mail thank you card or letter**
2. **Host a Thank-a-thon**
3. **A month of Friday Fotos with thank you captions**
4. **'We Appreciate You!' videos**
5. **Plan a donor & volunteer appreciation celebration event!**

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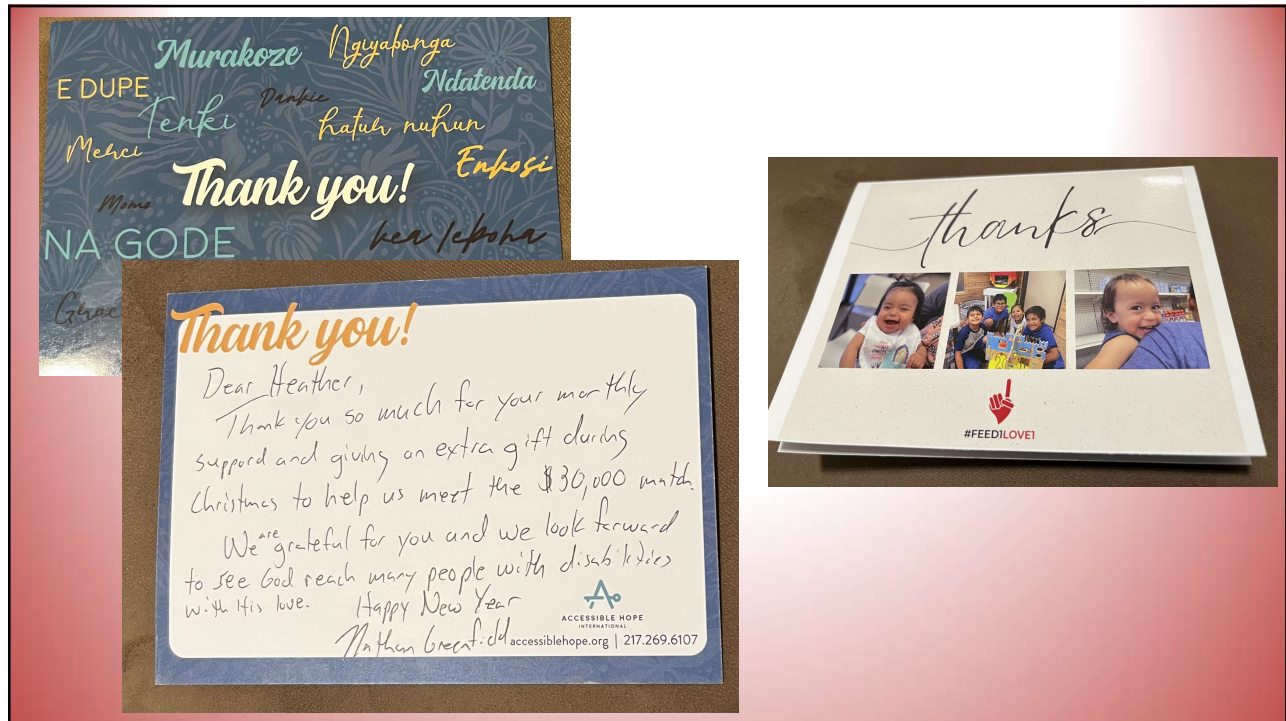
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10



11

#1



Tips

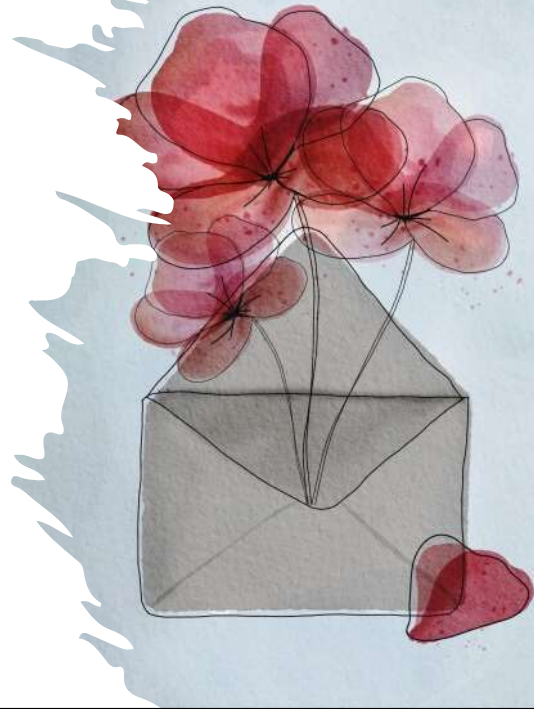
- Personal
- Genuine appreciation
- Shares in the excitement
- Affirms their decision
- Affirms the great need
- What's the impact of the gift
- Relational response

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Keep it Simple!

Three Paragraphs:

1. Celebration of their gift!
2. Short story of impact
3. Relational invitation



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9 Heartfelt Words that Touch Us

- Kind
- Caring
- Compassionate
- Helpful
- Friendly,
- Fair
- Hard-working
- Generous
- Honest
- YOU



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Paragraph #1

You made our hearts dance with joy today with your generous gift. The sacrifice of your hard-earned donation for our birthday drive will enable more kids to celebrate their birthday with their families.

Paragraph #2

Thanks to compassionate donors like you, “Mateo” and his twin sister “Daniella”, recently celebrated their 9th birthday with a dream cake and balloons! The smiles on their faces radiated pure joy!

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Paragraph 3

We jump at the chance to have caring people like you visit our communities and give you a chance to see how your gifts are changing lives. Would you like to come for a visit? Give me a call at (480) 678-2502 and I would be delighted to host you!

BTW Don't ask for another gift,
show me how to relate more...

- Read something
- Pray for us
- Get to know us
- Help us to get to know you...

P.S. You should have received a receipt immediately following your donation. If you didn't, please let me know right away.
480-678-2502

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HOW MUCH DOES SAYING 'THANKS' MATTER?

- Research has shown that first-time donors who receive a personal thank-you within 48 hours are four times more likely to give again.

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HOW MUCH DOES SAYING 'THANKS' MATTER?

- In Penelope Burk's annual donor survey, 90% of donors said that the thank you letter is the single most important and influential communication they receive from the nonprofits they support.

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HOW MUCH DOES SAYING 'THANKS' MATTER?

- In one study 25,000 donors got an extra thank you mailing (no ask or reply device included) and gave \$450,000 more in total than the control group of 25,000 donors not sent the extra thank you.

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21



Trudy Soucoup

#2

“ We did a
Thank-a-thon
this year!”

EVERYONE LOVED
IT 😊

January & February, we called EVERY donor who gave in Oct-Dec last year!

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A Different Kind
of Thank-a-thon

One Hour Every Week of Thank you Texts

- Saw your first ever gift to "Venture 1:9"! You made my day 😊
- Thank you – two small words that come from a sincere heart for your commitment to [your mission]
- WOW – you just made me smile 😊 Thank you for your generous gift today!
- I just got the news of your gift today! Your timing is perfect, we are about to [your ministry work today].
- God just answered our prayer through you and your generous gift! Thank you!!

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#3



Enjoy your Friday Foto.



She is learning every day. She is strong and determined to succeed. Thank you from Kesia and all her school friends – school used to be just a dream! One that you helped to come true!

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Ms. Connie proudly points to her new apartment on 6th Avenue. Thank you for helping her find the way home to security, dignity, and a fresh start.



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Why Captions Are Important

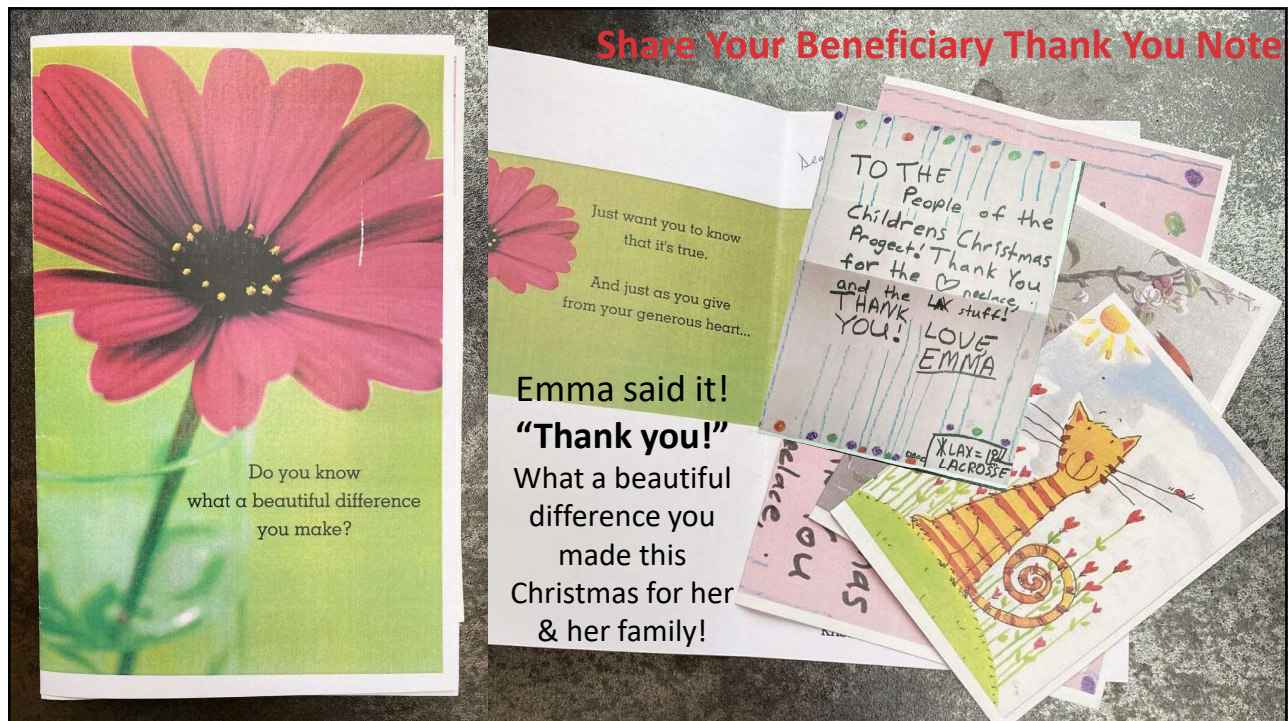
- Most busy donors just skim your communications.
- Captions draw their eye.
- Since captions are short, they're low-commitment.
- But they're valuable real estate.
- Captions are another wonderful opportunity to thank your donors. Don't waste that.

A Simple Caption Formula

Story context about the image + thanking the donor

Your Picture Captions Should Tell a Micro-Story Worth Reading

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Dear 🏡 Team Member,

Thanks to your ongoing partnership and consistent monthly giving, the work of reaching people with disabilities continues to move forward!

Our Founder and CEO Kim Kargbo was recently in Sierra Leone. While there, she facilitated a spiritual retreat for our partners, Women of Hope Sierra Leone (WOHSL). Their team spends long hours reaching women with disabilities who are scattered throughout northern Sierra Leone. This retreat was a much-needed time of refreshment and spiritual renewal for their minds, bodies, and souls.

Watch a short video of their time in worship.




#4

Short Donor
Love Videos


Life Changing
Moments / Victories
and Thank yous!

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Videos Allow Donors




To Experience It All



MINISTRY UPDATE

From short-term missions teams to thriving church plants to Kilimanjaro climbs, there's a lot going on! Watch the ministry update video to catch all the details, including current needs and prayer requests. **Thank you** for being a part of this beautiful work!



My favorite view of the evening is this super-short **video** (unmute it to hear the buzz!)

You deeply listened and shared your stories with each other.

Because of you, Women of Hope Sierra Leone is thriving and growing, impacting more and more women for Jesus, and empowering them to live a more abundant life.

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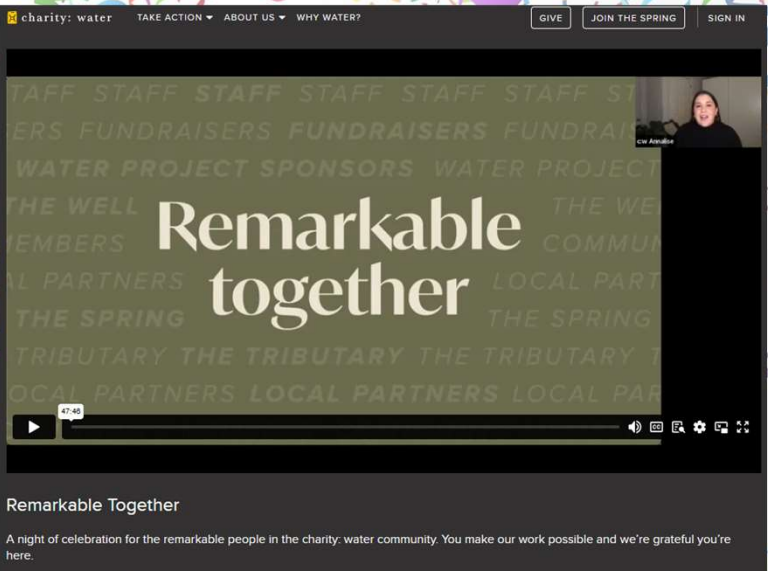
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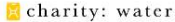
Donor Celebrations
Live or Online!




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Charity Water Does It Again!

You proved it: we really are remarkable together.





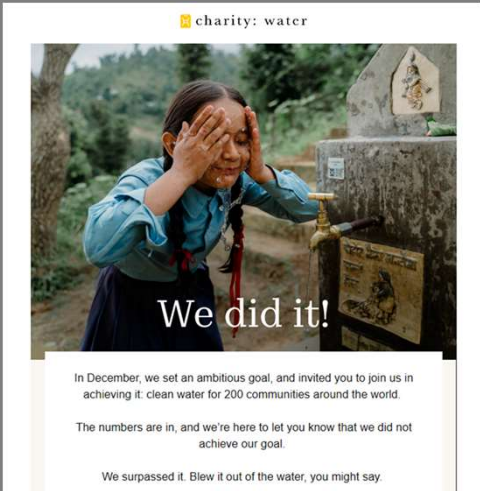
We did it!

In December, we set an ambitious goal, and invited you to join us in achieving it: clean water for 200 communities around the world.

The numbers are in, and we're here to let you know that we did not achieve our goal.

We surpassed it. Blew it out of the water, you might say.

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charity: water

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We surpassed it. Blew it out of the water, you might say.

And because clean water for 250 communities is well worth celebrating, we hope you'll join us for

Remarkable Together

A live virtual celebration, Wednesday, February 7 at 6 pm EST. It's completely free, of course.

We simply want to say THANK YOU!

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WHAT ARE 2 WAYS YOU CAN SHOW YOUR DONORS LOVE THIS MONTH?

- ✓ Snail Mail Thank yous
- ✓ Host a Thank-a-Thon
- ✓ Send Friday Fotos with Thank You Captions
- ✓ "We appreciate YOU" videos
- ✓ Plan a donor & volunteer celebration event

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