

The Expert Communicator

vharrisprojects

Beyond “Please” and “Thank You!”



Once you have received a substantial gift and designated the giver as a major donor, you will need to be meticulous in your ongoing communications to solidify and build upon the relationship.

Because if I'm important to you, I don't just want to hear from you when you're asking me for a donation. In addition to your gift acknowledgments, there are other forms of communications that tell me that you care about me and recognize me as a person.

I once developed an editorial workshop for my team where we examined some of the non-solicitation communications we sent to major donors throughout the year. We asked, **what are these “Stay in Touch,” non-solicitation communications meant to do?** What does a congratulations or an invitation or a sincere condolence communications really say to your donor? Consider the following;

Congratulations on your new promotion or your retirement says: *"Your friends at Good Nonprofit are rooting for you!" "We celebrate your accomplishments with you!"*

An invitation to serve on an advisory or fundraising committee tells your donor: *"We value your expertise!"*

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Staying in touch with these kind of communications HUMANIZES your organization. They let your donors know that THEY are important to the organization outside of their giving. Donors want to feel that. THAT's what engages them. And ENGAGEMENT is a huge part of ongoing STEWARDSHIP and donor retention.

Ultimately, what you want donors to say, to themselves and to others, is : "That's a terrific group over there. They are a great bunch of people. They do a wonderful job!"

Not only with your mission but with the donors who help you achieve it.

For more on this topic, get the online course: [Writing to Donors: The “Thank You” and More.](#)

Or get the ebook: [Get Personal! Communications That Keep Your Donors Happy and Giving Year After Year.](#)

Where does this topic resonate with you? How often do you connect with your donors beyond asking for money and a perfunctory “thank you”? How much do I have to contribute to get an “invitation to serve” from your agency?