



Rachel
MUIR

THE LUCRATIVE ART
OF SAYING THANKS

Feb 4, 2021

Rachel Muir, CFRE

- Founder: Girlstart
- Featured on: Oprah,
- CNN, the Today Show
- What Rachel does: online workshops & classes, custom training, board retreats

Weaknesses: chips, queso

 @rachelmuir

rachel@rachelmuir.com

www.rachelmuir.com



Town crier for donor love





What Rachel does:

Online classes

Workshops

Board retreats

Webinars

Keynotes

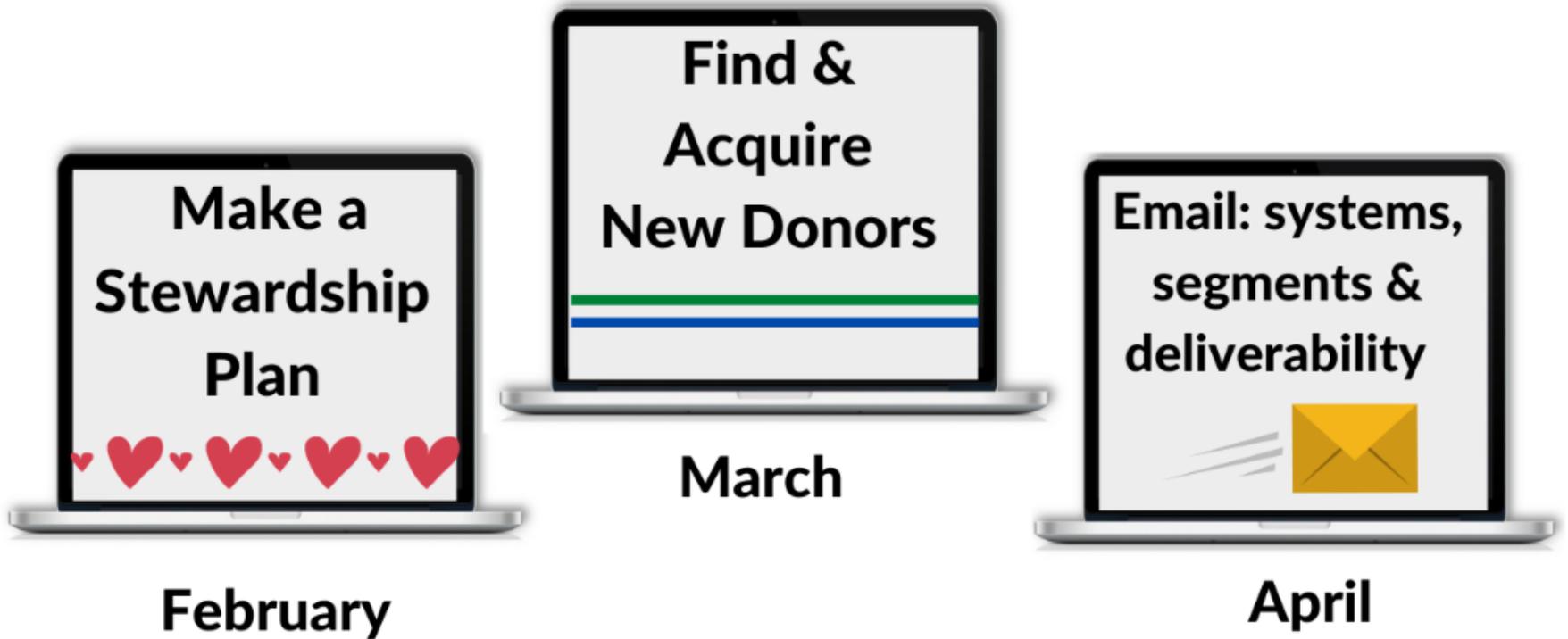
Coaching

All on fundraising...

...all virtual!

www.rachelmuir.com

Want coaching from Rachel?



www.leagueofextraordinaryfundraisers.com

Why thanking donors pays dividends (the proof!)

Examples & makeovers

Anatomy of a perfect thank you

Tools to automate without losing personal touch

Q&A

The Lucrative Art of Saying Thanks



@rachelmuir

Grab slides: www.rachelmuir.com/handouts

Thank you!

The fact that
you are here
says everything
there is to know
about your
compassionate
big heart!





What happens to your donors after they give?



“More than 80% of donors say they were never told the outcome of their gift.”



Tell us more about you...



What kind of post-gift communication do you give donors?

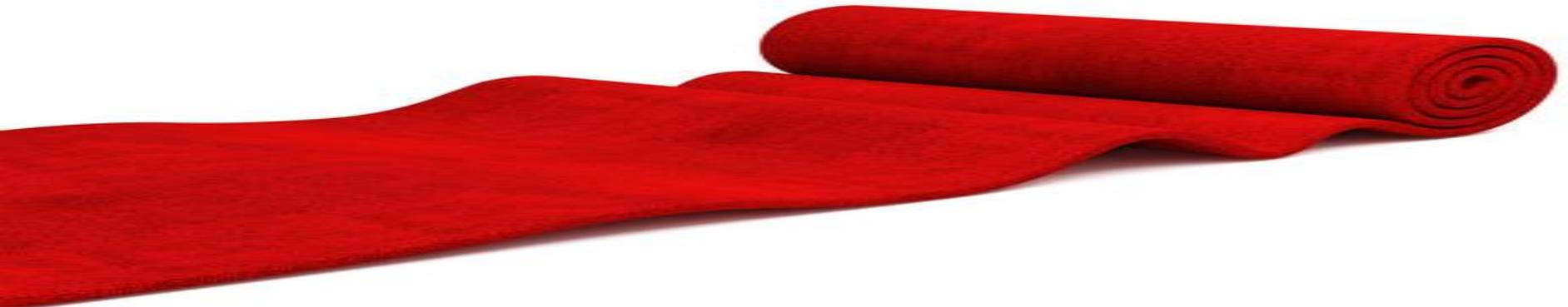
Give yourself 1 point for each you regularly send.

- Email thank you autoresponder
- Thank you letter
- Handwritten thank you card
- Phone call
- Text message thanking them
- Video email thanking them
- A letter (after the thank you) reporting back on the outcome of their gift
- If new, a new donor welcome letter (or kit)
- Invite for a get-to-know-you donor survey
- Behind the scenes invite: virtual tour/meet up, telephone town hall, virtual coffee with CEO, etc

Type your # into the chat

What makes you roll out the red carpet to donors?

- ✓ Gift size: Making a big gift
- ✓ Capacity: We find out they have much bigger capacity (got intel or did a wealth screen)
- ✓ Referral: They are referred/brought in by another donor
- ✓ Loyalty: Their loyalty and longevity to us
- ✓ They volunteer





What makes donors KEEP giving?



@rachelmuir



Facebook.com/RachelMuirFundraising

Results achieved by their gifts

Communications Content that Influences Future Giving



Figure 30: How Communications Content Influences Gift Renewal

Source: Penelope Burk, The Burk Donor Survey

Don't just thank - report back!

Ask ->
Thank->
Report
back

Lather
rinse
Repeat



Will this REALLY raise me more \$?



1st time donors
getting personal
thank you call in
48 hours



4X

More likely
to give
again

Thanking in 48
hours



400%

improvement



@rachelmuir



“

The thank you is the single most important communication a donor receives. They have a higher recall of it than the appeal that generated the gift.

Adrian Sargeant



@rachelmuir



Facebook.com/RachelMuirFundraising

The goal: 1st gift -> 2nd/3rd -> monthly

AVERAGE

46%



FIRST-TIME

23%



REPEAT

60%



MONTHLY

90%



Rachel
MUIR

Source: Bloomerang

In other words...YES



Need more proof?

“Thanks to your donation, we did not have to turn away a single patient. We were there to hold every hand every time we were needed. We were there to respect, not judge, every patient until the last moment they needed us. We were there to protect, not harm, every person until their need was met.”



Planned Parenthood
email stewardship piece
sent before renewal



Those who received the email gave on average **\$45** more than those who did not. This is a **67%** increase in giving.



“ To help the other kids ”

Which do you spend the most time on?

The
fundraising
copy

The
thank
you receipt
letter

Type your answers into the chat

SHALL WE PLAY A GAME?



We call to thank all first-time donors (yes/no)

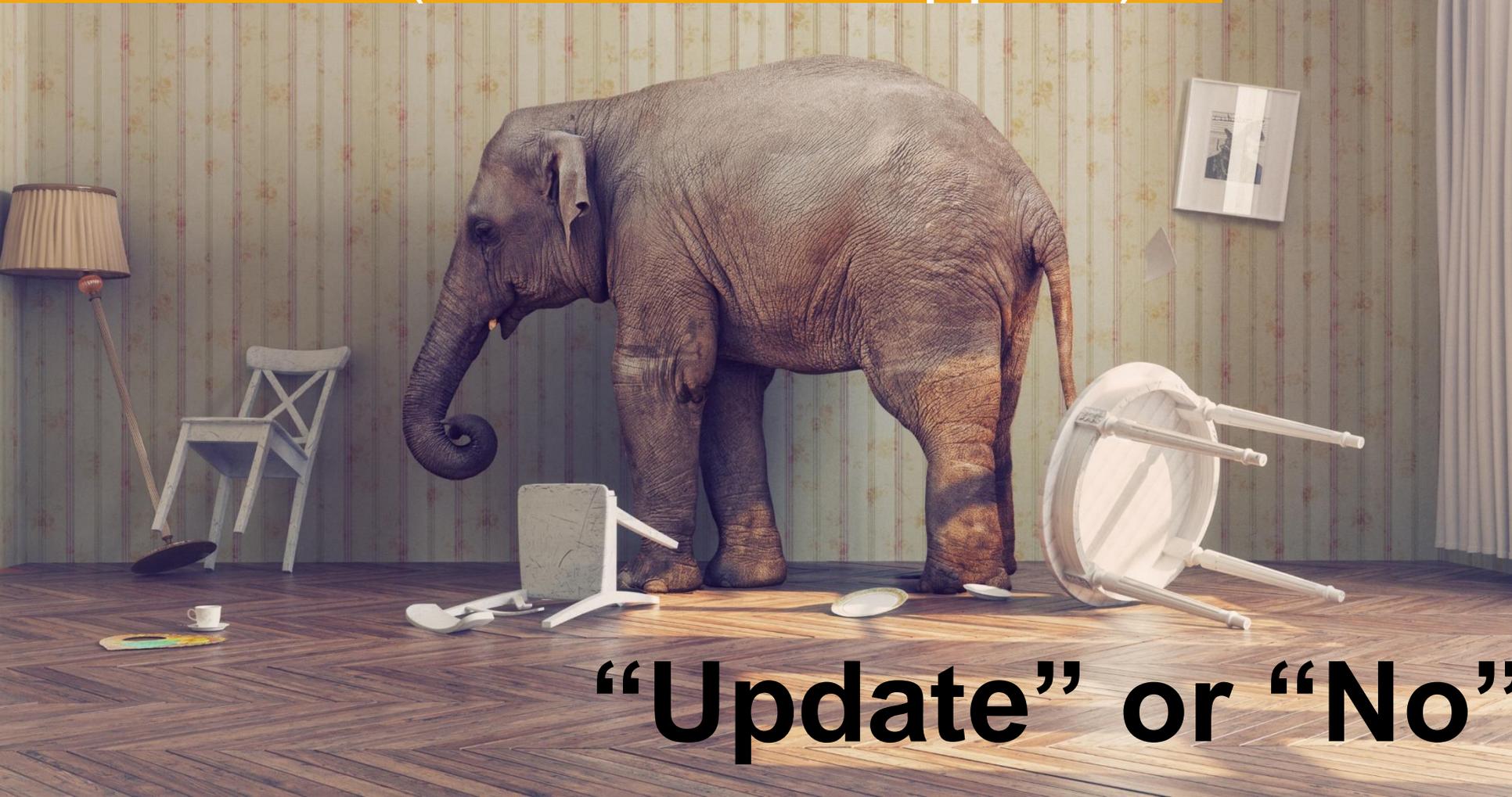
We mail every donor the same thank you letter

Same or Different

First time donors need to be called out as such in your thank you!



We update our thank you letter copy/email autoresponder each month (or with each appeal).

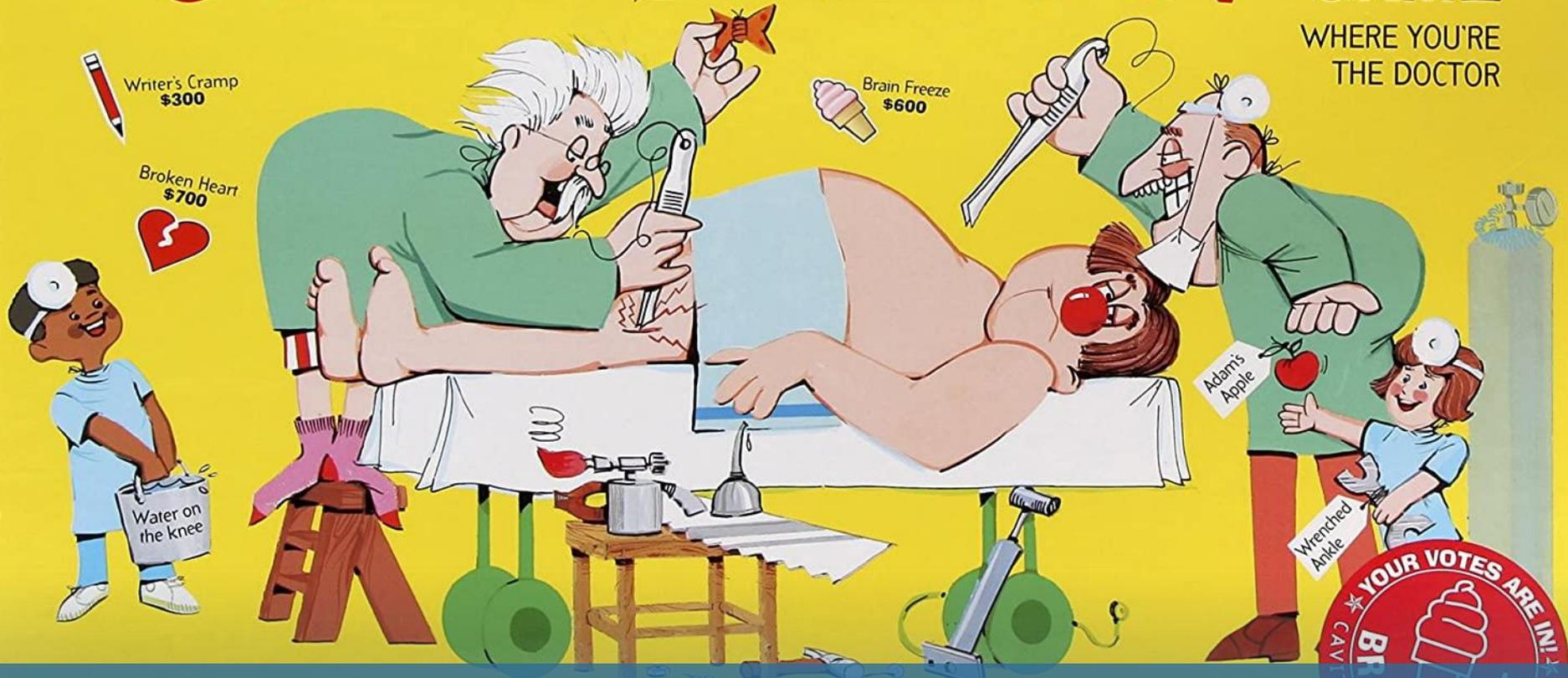


“Update” or “No”

OPERATION

**SKILL
GAME**

WHERE YOU'RE
THE DOCTOR



ANATOMY OF THE PERFECT



AGE 6+
EDAD

THANK YOU LETTER

[Today's Date]

[Name of Recipient]

[Address]

[City, St Zip]

Dear [Name of Recipient],

Want ideas of dramatic openers? Look up HONY (Humans of New York)

Dramatic opener [Start in the middle of the action, with a dramatic story, descriptive details, an unexpected narrator or compliment to the donor.]

Brief impact story [Talk about how their gift met the need with descriptive details that take me to the action. If possible, use a photo, ideally a close-up image with the subject looking at the camera and share a story about one person/animal who was helped] i.e. *"You are giving kids like eight-year-old Denzel a home away from home. He came to the Boys and Girls Club when his mom picked up a night shift to support her kids. Unsure of what to do with her son while she worked, a neighbor suggested the Club."*

[Thank them] For responding so quickly and generously and share how their gift will be used. i.e. *"Thanks to you Denzel is spending his afternoons learning new computer programming languages. He says wants to be a computer programmer when he grows up. With your help, he'll be a great one!"*

Should match your appeal

[Reflect on their kindness, compassion, loyalty, dedication, and/or big heart] i.e. “Your kindness and compassion supporting Denzel says everything there is to know about your generous and caring heart.”

Include your tax id #, gift amount and date of the gift so it can serve as their tax receipt

[Next step] Share when they will hear from you next to offer a preview of next interaction, “i.e. You’ll hear updates from us in our monthly newsletter but please call me at (888) 321-4321 or email me at _____ if you’d like to set up a (virtual) visit to see your donation at work!”

[Closing] i.e. “Warmly,” or if possible, use a mission infused closing i.e. “For the love of kids, For the Love of Cats, For the Love of Music, For the Love of Film, etc”

[Signature] Ideally this is live or printed and if digital is scanned

[Typed Name]

[Title]

[Phone number]

[Email]

[P.S.] Can reinforce the thanks, be a special exclusive invite or just a reminder you are here for them whenever they have a question and to find your business card enclosed

*Always include your business card with the letter!



“Don’t (just) thank me for my gift.
Thank me for **WHO I AM.**”

Tom Ahern



@rachelmuir

Slides at www.rachelmuir.com/handouts

Your communications = my mirror.



Use 2x the "you's" - Ahern audit

Enter or paste text to analyze

Copy text

Analyze

Dear First Name,

When Maria, Diego and Kevin ask, Why can't I go to preschool today? the response comes with complicated words like: quarantine, coronavirus, and furlough. It's a complicated and uncertain time for everyone. And we know it is especially confusing for children who long for stability, familiarity, and routines of playing with friends.

Frankly, even we aren't absolutely sure when the Children's Learning Center will reopen, although we are aiming for mid-June -- a full three months since the coronavirus forced the Children's Learning Center, along with all schools and businesses in Vermont, to close for an undetermined length of time.

What we do know for sure is that we need your support now, like never before, to be able to give children a clean, sanitized and safe environment, in classrooms and on the playgrounds, where they can be virus-free from the moment they walk in the door to the moment they leave at the end of the day.

Before we can open the doors, we need to undertake some costly, thorough disinfecting of every room and every surface. And we'll need extra supplies to be able to do it again every day, several times a day.

It will require a new level of hyper vigilance and extra effort, on the part of teachers, parents, staff and even children. It will take a greater investment in extra safety materials like thermometers, plastic gloves, and gallons more soap and boxes more paper towels.

Results

3230	Characters	2'22"	Reading Time
532	Words	25	Sentences

The "You" Test

You used "you" words 4 times and "we" words 10 times. Ideally, you should use twice as many "you" words as "we" words. [Learn more](#)

Reading Level 11th grade

Your text is likely to be understood by a reader who has a least a 11th-grade reading level. The text should be between a 6th and 8th grade reading level and should be easy for most adults to read.

This is based on the Flesch-Kincaid reading levels. [Learn more](#)

www.bloomerang.co/ahernaudit



“

Donors don't give because you're excellent.

They give because *they* are excellent and *you help them realize their awesome selves.*

Jeff Brooks,
How to Turn Your Words into Money



@rachelmuir

Slides at www.rachelmuir.com/handouts

Thanking in time of Coronavirus

“I am especially thankful you chose to make your gift now.

The fact that in a time that is so worrying and stressful for everyone you chose to think about others speaks volumes about who you are.”



@rachelmuir

Slides at www.rachelmuir.com/handouts



ON AIR

THANK YOU

MAKEOVERS

Which thank you makes you happier?



Thank You for Your Recurring Donation

You have helped us continue our mission in a meaningful way.

DONATION RECEIPT



Girlstart

You just did a great thing: you are helping girls be bold and brave.

You are empowering girls through innovative STEM educational programs that meet girls where they are and help them find new insights, through STEM.

Girls who otherwise might not be encouraged to try something new.

Girls who might otherwise miss out on the opportunity of learning how to code.

How to build. How to dissect. How to explore.

Your kindness and compassion is showing these girls how to pick themselves back up again, and redesign, when things don't go as expected.

Thank you!

Thank you do's/don'ts: www.rachelmuir.com/thankyou

BEFORE

7/2/2019

Rachel Muir
4905 W Frances Place
Austin, Texas 78731

Dear Rachel,

Thank you for your very generous gift of \$5,000 received on July 2nd, 2019. We consider it a privilege to be able to evolve to meet the growing needs of our community. We look forward to continuing to utilize affordable housing solutions to help empower those we serve. We are so thankful for your continued support of Habitat Cabarrus.

This year we continue to provide much needed services to families through new construction, transitional housing and critical home repairs. Having a decent affordable place to live is a critical part of helping families to build a better future. In turn these families then help create a more stable community. We are committed to continuing to serve the growing housing needs in Cabarrus County.

*"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."
-Thomas Huxley*

We are able to serve families because of the support of donors like you. Thank you for investing in the future of Cabarrus County through Habitat Cabarrus and for being the rung on a ladder for the families we assist.

In Habitat Partnership,

██████████
Executive Director

██████████
Resource Development Director

Habitat for Humanity Cabarrus County is a 501 (c) (3) non-profit tax-exempt organization, Federal Tax ID #56-1678395. No goods or services were provided in return for this donation. Please keep this written acknowledgment of your donation for your personal records.

Boring
predictable
start

Donor is
middleman -
org is hero

No emotion, invite to get
more involved or info on
when I'll hear from them next

Loaded with "We" org-
centric language

Uses 'you' words 5
times and 'we'
words 9 times.

Donors want to feel
like they're more than
a 'rung on a ladder'

AFTER

General Thank you rewrite

Dear Rachel,

One day everything was fine for Odessa. She had a life, a plan, a house and a loving husband.

The next day she was a widow with no income and no home.

Odessa was able to rent a single room in a home but wasn't allowed to use the kitchen and had to cook all her meals in a microwave in her bedroom and vacate her room if her landlord had guests.

Thanks to you, today she has a home of her own.

Because of your kind heart families all over Cabarrus county are finding homes and hope.

Your kindness and support are giving Odessa financial literacy classes helping her build her future.

Because of you home ownership is finally in her grasp!

On behalf of Odessa and the families we serve in Cabarrus county we thank you for your generous donation of \$5,000 received by Cabarrus Habitat on July 10, 2019.

Your gift is transforming lives. Thank you for building homes and hope for Odessa. We couldn't do it without you, Rachel!

P.S. Please call me at (512) 452-1746 if you'd like to stop by a build to meet other amazing clients and volunteers just like Odessa and see your donation at work!

In Habitat Partnership,



Julie Page
Executive Director



Stephanie Jones
Resource Development Director

Habitat for Humanity Cabarrus County is a 501 (c) (3) non-profit tax-exempt organization, Federal Tax ID #56-1678395. No goods or services were provided in return for this donation. Please keep this written acknowledgment of your donation for your personal records.

Opens with
immerse
storytelling

Gives donor
credit - uses
you 10 times
and 'we'
words 4 times

Scanned
signatures



←... Client close
up looking at
camera

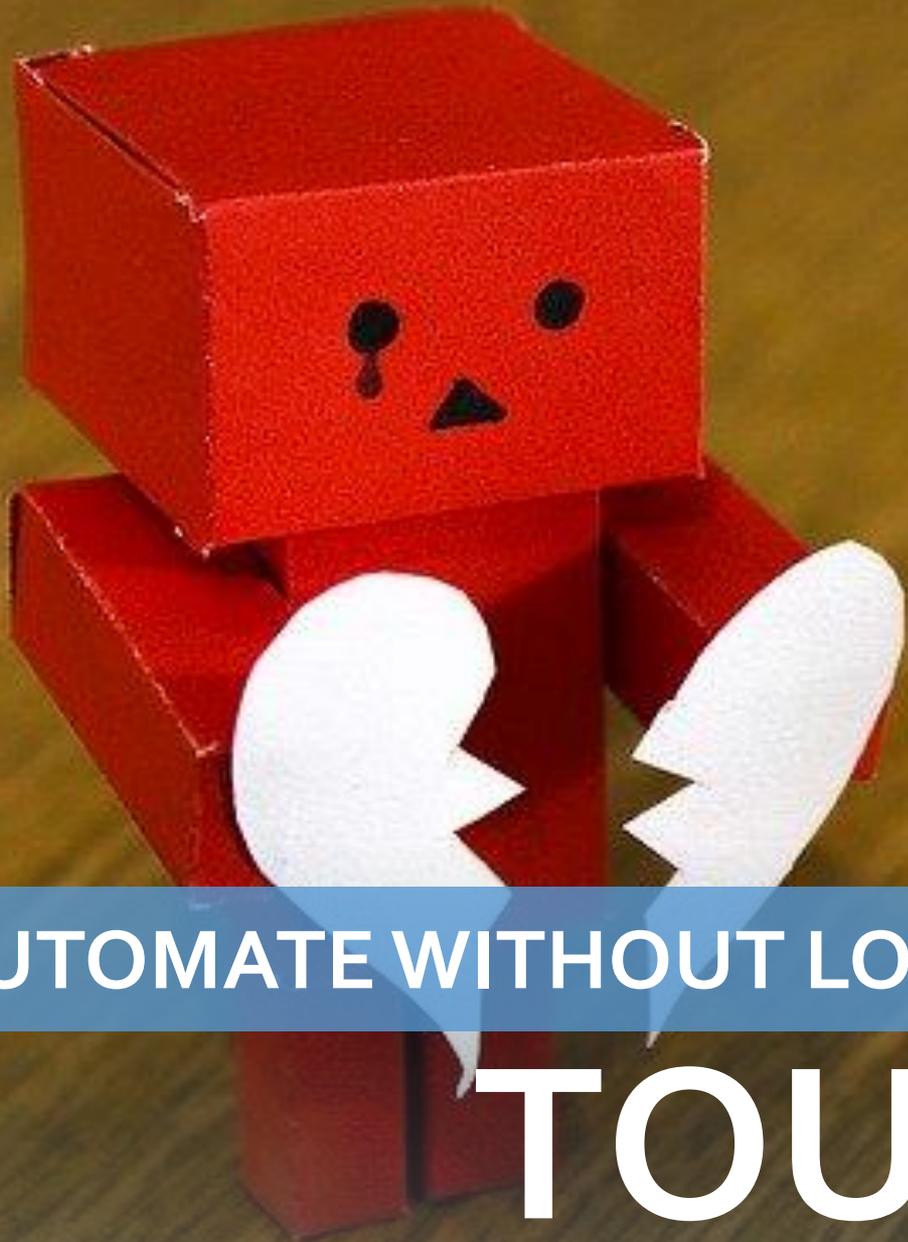
Leverages P.S.
with special
invite

The Do's and Don'ts of Thanking Donors



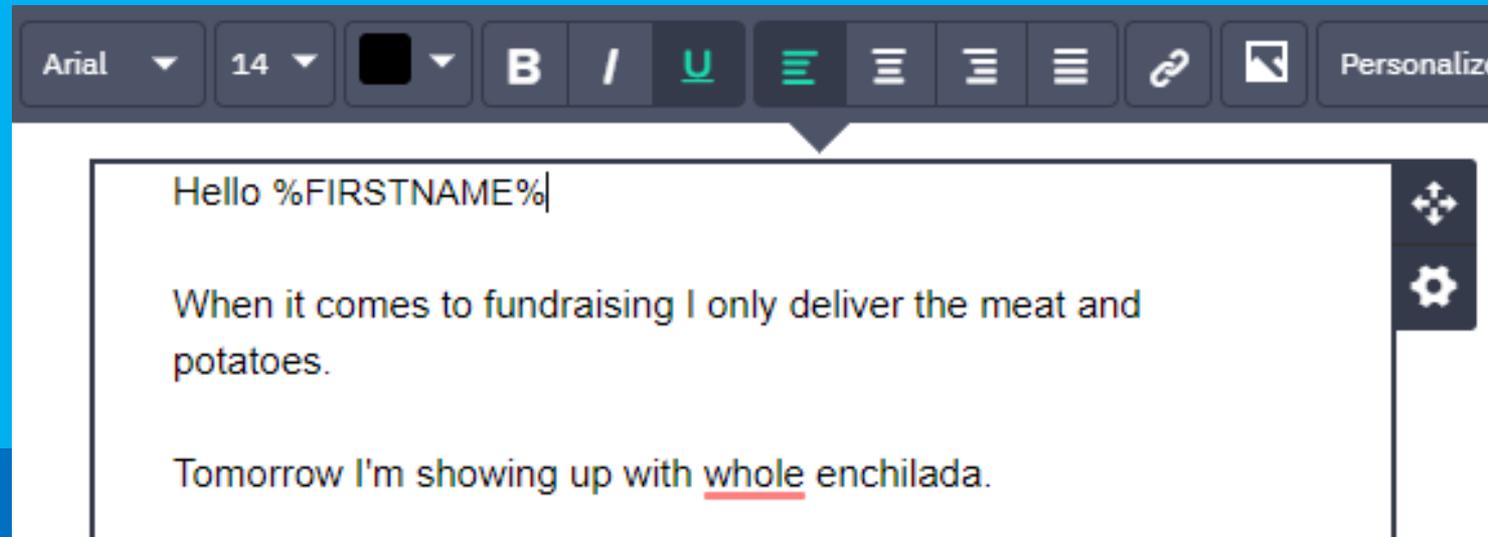
Rachel
MUIR

Download at
[RachelMuir.com/
Thankyou](https://RachelMuir.com/Thankyou)



AUTOMATE WITHOUT LOSING THE PERSONAL

TOUCH



Personalize!

Download slides at -> www.rachelmuir.com/handouts

Personalize salutation with 1st name

Control

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

Treatment

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

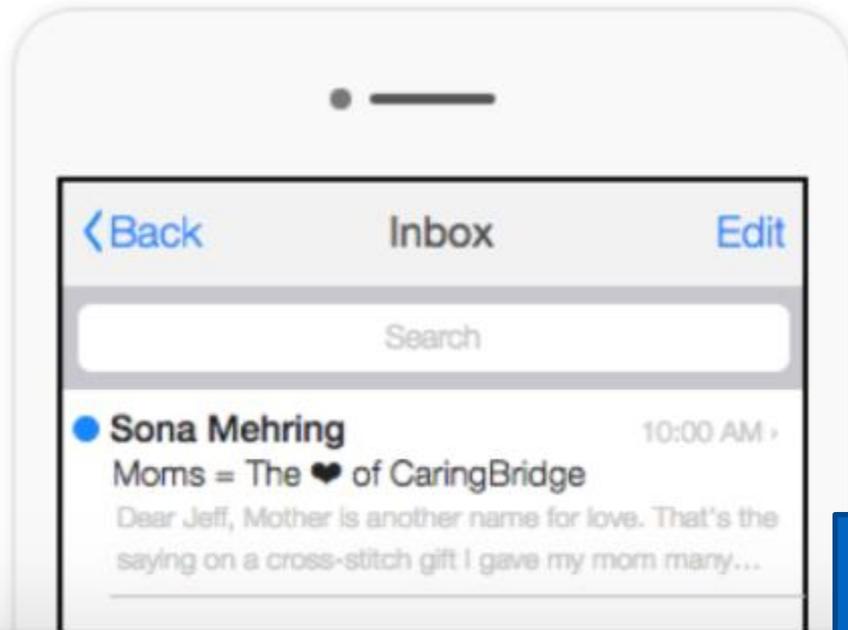
Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

270% increase in clicks

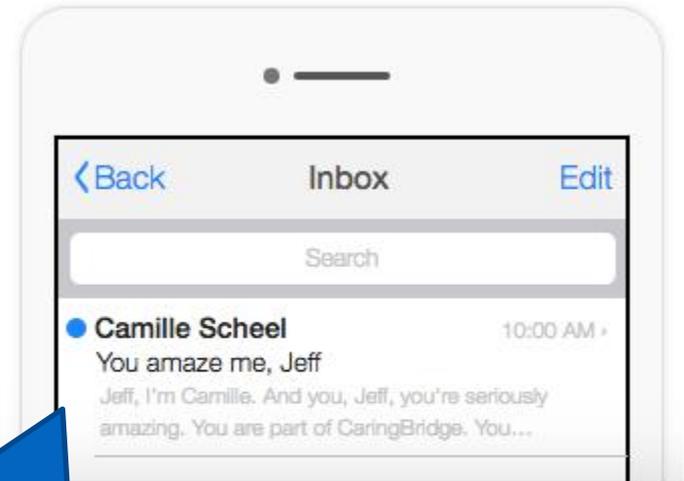
Source: Next After

Use personalization in subject line

Control



Treatment



137% increase in opens

Source: Next After

EMAIL AUTORESPONDER

Wow! Thank you



Inbox x



 **Christopher Aaby** <lgiforms-submissions@littlegreenlight.com>

Sep 22 (5 days ago) ☆



to rachel ▾

Dear Rachel,

Thank you for your generous support of Catamount Institute. Your recent contribution of \$25.00 helps to ensure that students like Kelsey (pictured) have access to high-quality outdoor education experiences.

It is only through the continued generosity of good friends like you, we are able to achieve our mission. Because of your generosity and thoughtfulness, underserved children in our community will have the opportunity to connect with nature

Thank you!

Warm Regards,

Christopher Aaby
Executive Director
[719-471-0910 x106](tel:719-471-0910)



Thank you for being a valued supporter of Catamount Institute. Catamount Institute is a 501(c)3 nonprofit organization. Your contribution of \$25.00 is tax-deductible to the extent the law allows. No goods or services were received in return for this gift. Please retain this letter as a receipt of your charitable gift.



Communication tools to win their hearts,
minds & wallets:
Texting and Video Email



@rachelmuir

Slides: www.rachelmuir.com/handouts

Ever texted a donor?



Yes or No



@rachelmuir

Get the slides: www.rachelmuir.com/handouts

21st century phone calls -> texting

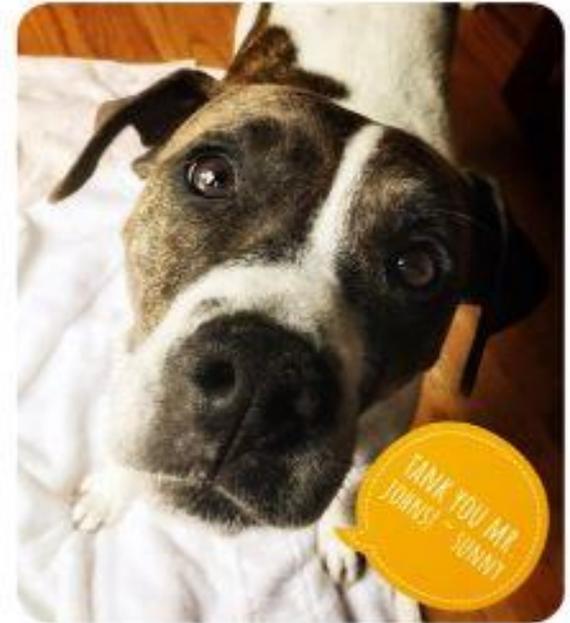
Text Message
Today 8:36 AM



Hi Rachel, Your gift is giving Charlie dignity, hope and the chance to live independently. Thank you.



Hi Rachel, Happy Anniversary! One year ago you made your first gift and helped save Sunny's litter of 8 puppies.



John, thanks to you Sunny is living out her best life chasing balls at the dog park with her foster mom.

Excellent tool for
stewardship

Why Text Donors? (for stewardship!)

- Open rates average 98%
- #1 most popular feature on smart phone
- New iOS feature “Silence Unknown Callers”
- 95% of texts from businesses read within 3 minutes
- 8x’s more likely to get response than voicemail or email
- 86% of people over 50 connect through text
- 94% of seniors (70 & up) send text messages weekly

Hi Mark it's Rachel from Forever Homes for Foster Kids 🏠 I'm thinking of you 😊 and want to make sure you're ok. How are you doing?

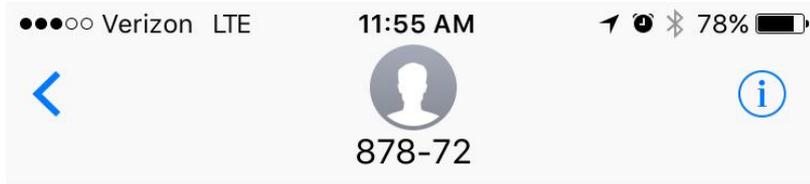
Download free guide: www.rachelmuir.com/virtual



@rachelmuir

www.rachelmuir.com

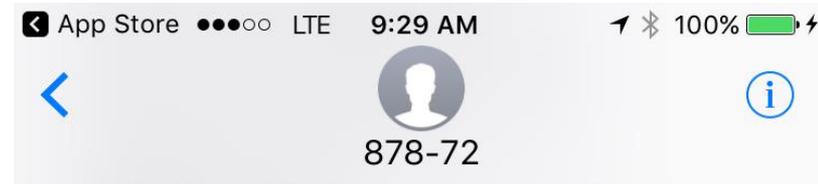
TEXT IS GREAT FOR STEWARDSHIP



Text Message
Today 11:54 AM



Team Rubicon's water rescue teams are in Houston conducting search and rescue. YOU made this possible. THANK YOU!



Thu, Aug 31, 12:28 PM

Team Rubicon lifesaving operations continue in Houston. Three of our floodwater rescue boat crews completed 42 rescues of survivors yesterday. You made that possible. Thank you.



Situation Report: Dozens of

Textology.co

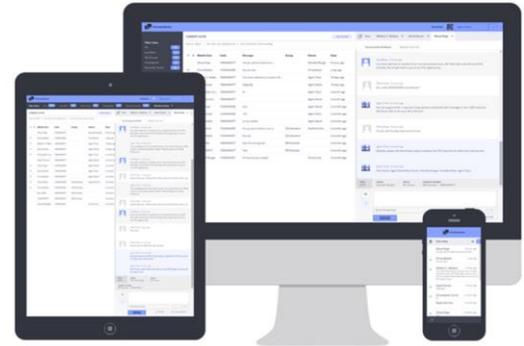
- Replies go to your inbox and you can answer them there as a text reply
- Upload a list, it identifies mobile vs landline
- Copy and paste
- Perfect for stewardship, invites, & reminders!
- Get a free 30-day trial



@rachelmuir

Textology

Respond to texts from
**any computer, phone or tablet... and
even your email.**



www.rachelmuir.com

How can I stand out in a busy inbox?



Bomb Bomb Video Email

- Uses your webcam or camera on mobile phone
- Perfect for getting the (virtual) visit and stewardship
- You can record directly from your email or use branded email stationary with your logo

It was so great to meet today!

Rachel Clemens (mightycitizen.com)

It was so great to meet today!



Rachel Muir, CFRE
Keynotes, custom training & retreats
(512) 970-7983 | rachel@rachelmuir.com
www.rachelmuir.com



Ready to inspire your donors to give? [Join me to makeover your fundraising!](#)

Gratavid.com Video email + texting

You are viewing Will Trapp's screen View Options

Search ✍

To: +1 (479) 279-7024 Details

Niduk Dsouza 1:31 PM
Can you show me it is demo'd then?

+1 (479) 279-7024 12:43 PM
Lexie Tuchman shared a video. Click the link to watch (reply R...

781-56 12:01 PM
Your SendGrid security code is 9607997

+1 (888) 625-1262 10:25 AM
Gratavid: New task created The House Payment received \$0. Li...

McClure & Will Yesterday
Comin for ya

833-72 Yesterday
Apple Store: Items in order W751557301 were delivered....

Steph Trapp Yesterday
You laughed at "That might be an accurate statement. Who k...

223-95 Yesterday
Security code for SendGrid...



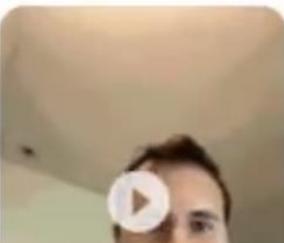
Sky's The Limit Fund shared a video. Click the link to watch (reply RESEND if link won't click) <https://gratavid.me/DLT5YhGqVH6sNyAJ6>

Today, 10:28 AM



Costco shared a video. Click the link to watch (reply RESEND if link won't click) <https://gratavid.me/oLgHTx6pxn8kYEst9>

Today, 12:43 PM



Download:
www.rachelmuir.com/virtual

How to Steward & Cultivate Donors in a Virtual World



Rachel
MUIR



RACHEL'S THANK YOU

HALL OF

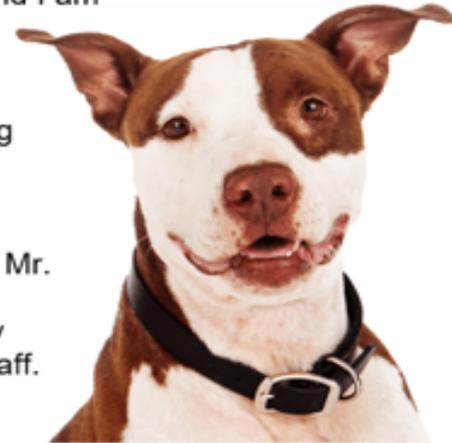
FAME

Dear John,

I am overjoyed to see such a generous first-time gift from you, and I am honored to welcome you into our donor family.

Mr. Pickles is one of 200 dogs we will rescue this year. Mr. Pickles is a terrier/pit bull mix dropped off at our doorstep howling and limping because of an infected paw. He was malnourished, afraid of people, and in incredible pain.

John, you know that no dog is beyond hope. When we looked at Mr. Pickles, we knew he was an amazing dog. Even in pain, he took treats from our staff and wagged his tail. He received emergency surgery from our vet clinic and was rehabilitated by our expert staff. Today, he's receiving daily obedience training classes from volunteers and spends time snuggling with our Development staff in between meetings.



Mr. Pickles

Your generosity and commitment to helping dogs like Mr. Pickles is what enables us to rehabilitate and adopt out hundreds of dogs each year. Thank you so much – on behalf of Mr. Pickles and all the dogs we serve – for believing in second chances. We couldn't do this without you!

For the love of animals,

Person's name & title

P.S. Please call me at (512) 452-1746 if you'd like to stop by the shelter and meet Mr. Pickles or one of our other amazing dogs or cats and see your donation at work!

Donation Receipt – Keep for your records

Organization: Anytown Pets Rescue
Date Received: June 10, 2017
Gift amount: \$25
Tax ID: 57-8675309

Anytown Pets Rescue is a 501c(3) nonprofit organization. Your donations are tax deductible to the extent allowed by law. No goods or services were exchanged in return for this contribution.

First time donor
thank you letter

Donor centric monthly giving receipt



Donation Receipt

Transaction Total	\$50.00 USD
Tax Deductible Amount	\$50.00 USD
Date	May 21, 2020
Organization Tax ID	58-0678817



Thank you, Rachel!

We are facing very uncertain times right now. But with you steadfast support, we will continue to serve the neglected and homeless animals who depend on kind-hearted people like you.

The homeless animals in our community, like Maggie and her babies (pictured), needed you to provide essential care and you opened your heart. Our team is dedicated to doing all we can to help as many as we can with all the resources we have, but we cannot do our work without YOU. The majority of our financial support comes from YOU, our friends in the local community, and your support is appreciated more than ever during this time of uncertainty.

Rachel, THANK YOU SO MUCH – on behalf of Maggie and all the abandoned, unloved animals we serve – for staying the course with us. I am so incredibly grateful and humbled by your big-heart and wish all the best for you and your loved ones now and always.

Sincerely,

Sam & the Rescues!

Development Director



Front

grace changes everything

5/22/20

RACHEL,

I/WE JUST WANTED TO SAY THANK YOU FOR YOUR RECENT GIFT OF \$ 25 TO SUPPORT THOSE IN NEED. YOU ARE MAKING IT POSSIBLE FOR THE MOST VULNERABLE MEN, WOMEN AND CHILDREN IN CENTRAL OREGON TO RECEIVE FOOD, CLOTHING AND SHELTER, ALONG WITH ADDICTION RELAPSE SERVICES.



SHEPHERD'S HOUSE ministries

Ryan Olufson
Volunteer Coordinator

Back

I/WE HOPE THAT YOU AND YOUR FAMILY ARE DOING WELL DURING THESE CHALLENGING TIMES.

THANK YOU AGAIN FOR THE GENEROSITY OF THE MUIR FAMILY TO HELP THOSE IN NEED.

WE LOOK FORWARD TO KEEPING IN TOUCH WITH YOU, AND UPDATING YOU ON HOW YOUR SUPPORT PROVIDES HOPE IN CENTRAL OREGON. BE WELL AND BE ENCOURAGED.

ERT. 2:10 - GRACE PEOPLE Ryan THE SHM TEAM

Ryan Olufson
Communications & Volunteer Coordinator

951 318 1704
541 388 2096

ryano@shepherdshouseministries.org

PO Box 5484
Bend, OR 97708

SHEPHERD'S HOUSE ministries

PLEASE LET ME KNOW IF YOU HAVE ANY QUESTIONS. I'M HERE TO HELP 😊

grace changes everything

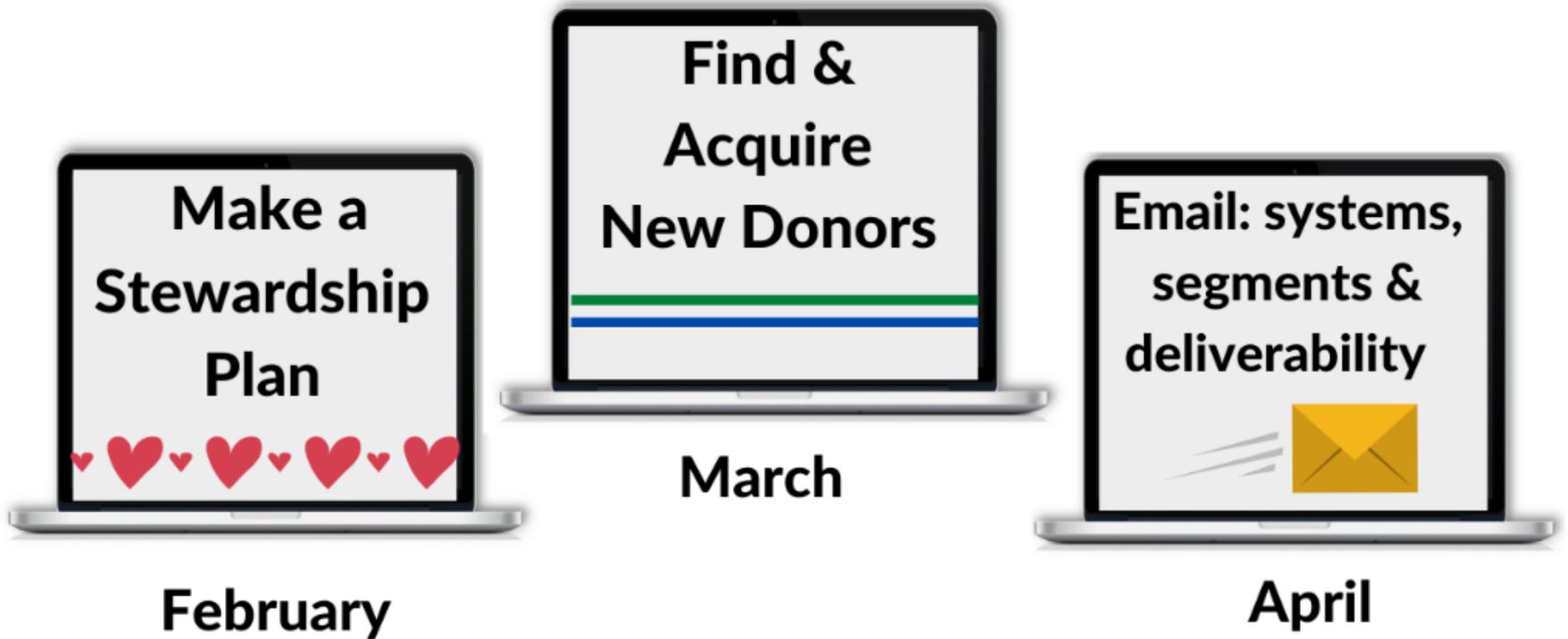
shepherdshouseministries.org

-Ryan



Questions?

Want coaching from Rachel?



www.leagueofextraordinaryfundraisers.com

Thank you!



 @rachelmuir

 Facebook.com/RachelMuirFundraising

Today's slides:
www.RachelMuir.com/handouts

Handouts:
www.RachelMuir.com/thankyou
www.RachelMuir.com/virtual

rachel@rachelmuir.com