



## Why & How to Thank your Donors

The Walk for Independence is the annual Carroll Center for the Blind fundraiser that helps us raise about \$250k, used to help ensure that every single client we serve has full access to all our services. Although we are extremely appreciative of the corporate sponsors that support our cause, we are just as grateful for the countless individuals who donate to our walkers directly. Any donation, from \$5 to \$5000 helps us get one step closer to reaching our goal. With that in mind, we encourage you all to take the extra moment to thank those who have donated any amount to your page. Keep in mind, we have learned that thanking donors can increase the likelihood of a return donation!

Look below for a few easy ways to do this and some sample language you can use.

### HOW TO THANK YOUR DONORS

Reply to them publicly on your page!

When someone donates to your walk page, a “comment” will appear on your page that says something like “Jane Doe donated \$100 to Team Example”. This will appear on your page like a post on Facebook or LinkedIn might. Like other social media platforms, you have the option to **reply to their comment**. Click on the “reply” button under the post and a box will appear for you to type in. Write a brief message thanking the donor, then click “post”. This will be a public post that everyone can see. *Note: This will not notify the donor, but they will be able to see it if they re-visit your page. It also shows others your gratitude.*

Email or Text them directly!

If you have an email address or phone number for the donor (it's often someone you know from your network), send them a note directly. Open a new phone/email message, add their address or number into the "to" line, write your message in the email body or text box, and then click "send". *Note: It's always best to personalize your message. Make sure you include their name for the donor to feel recognized.*

Say thank you in person!

An in-person thank you is always a nice touch! If you happen to see your donor around, a quick "Hey, thanks for donating to my team!" can go a long way.

### WHAT TO SAY

*Feel free to use the below template as a guide for what to say when thanking your donors. You're welcome to adjust the language as you'd like!*

**Short Comment:** this can be used to send a text or reply to the comment on your page.

Thank you NAME for donating to my page! Your generosity has helped me to get one step closer to my goal. I truly appreciate the time you took to support me in my journey. With your help, we can support the Carroll Center for the Blind's mission of providing more independent and fulfilling lives to the blind and visually impaired community. Hope to see you there!

**Longer Comment:** this can be used in the body of an email or a longer direct message through social media

Dear NAME,

I saw that you recently donated to my Walk for Independence fundraising page. I wanted to take a moment to thank you personally for your gift. Your generosity has helped me get one step closer to reaching my goal. I am passionate about the Carroll Center for the Blind's mission to provide important services and skills training to the blind and visually impaired community. With your participation, we are part of the work they do to ensure that individuals all over the world have access to the services they need to live more fulfilling and independent lives. Once again, I appreciate and thank you for joining me in my journey!

All the best,

[Insert your name here]