



## Donor Thank You Call Template

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**Donor Name:** Jane Donor

**Report Completed by:** Director of Development

**Phone:** (123) 456-7890 **Email:** janedonor@email.com

**Date:** 1/30/2021      **Time:** 11:45 am

### Voice Message

Hi [Donor Name] –

My name is [Your Name] and I am calling from [Organization Name]. Thank you for your generous support of [Gift Amount] on [Date] toward [Purpose of Gift]. Your gift helps us to provide essential journalistic coverage for [Your Community]. If you are interested, I would enjoy talking with you firsthand regarding the impact of our organization. Please feel free to call me anytime at [Phone Number]. Once again, thank you for your support.

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### If Someone Answers

Be strategic in these conversations (i.e. be an active listener and show interest in the donor).

- 1.) What inspired you to give your first gift and/or later gifts to [Organization Name]?
- 2.) Was this your decision or did you and other family members decide together?
- 3.) What do you like the most about our organization?
- 4.) Is there a particular program, project or area of coverage that interests you most?
- 5.) Do you know any of our organization's staff, volunteers or other supporters?
- 6.) Are there other organizations that you support?
- 7.) Have you been to our offices, and if not, would you like to take a tour? (if appropriate)
- 8.) Have you attended any of our special events [Special Event Name(s)]?

These questions enable you to gather complete information about your donor. Listen very carefully and record everything that you learn for our donor database.