



Donor Thank You Call Template

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.

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.