

# “30/60/90”

You’ve heard of the 30/60/90 routines to get into physical shape – but what about to get your stewardship in peak performance? Some simple steps can have a big impact to your bottom line – and help your organization’s donors feel appreciated and important. What better way to get to the next gift!

Follow these steps to tone and build your gratitude muscles – and get your donors feeling awesome.

## **Within the first 30 days:**

If the gift was a first time gift or increase over previous gift:

- Make a phone call to say thank you. It’s a proven fact that first time donor retention soars when you make a personal phone call to say thank you.
- Follow up that phone call with a handwritten note to say thank you.
- Forward them (separate from the hand written thank you note) your last printed newsletter and let them know you’ve enrolled them for your e-newsletter so they can stay current on the organization.

## **Between days 30–60:**

Not done yet! Now’s the time to get that endurance up.

- Send an e-mail to invite the donor for a facility tour.
- Have a member of your Board call or e-mail the donor to say thank you for the gift.

## **Between days 60–90:**

You’re almost there!

- Send a donor impact report... a story or two about what the donor’s gifts helped the organization do. Be specific, use photos, and of course, say THANK YOU!

## **On day 90:**

Final stretch! Here’s where your hard work pays off.

- Send an appeal for another gift. It may feel strange, but in order to retain this donor, don’t let them forget about your organization. Ask them to consider another gift to your organization via mail, and the more personalized you can make the ask (for a program or item that you know will resonate with them), the better.

