

Thanking your givers

pathways



1. Create a contact group of your regular givers & significant ad-hoc donors
2. Send an annual thank you letter/email
3. Writing your thank you letter/email
4. Other ideas to thank your givers

Thanking people for their gifts of money, time and talents is one of the most important aspects of encouraging generosity. Much of our ministry is funded by individuals who give generously to their chaplaincy, and we need to ensure our givers feel their gifts are valued and are making a difference. When we regularly and meaningfully thank our givers, we foster a sense of connection and participation in our church's mission.

Did you know?

In the 2022 Diocese in Europe Fundraising survey less than half our chaplaincies said they had thanked their givers in the last year.

1. Create a contact group of your regular givers and significant ad-hoc donors

- Ensure you have an up-to-date contact group or mailing list!
- Consider how people prefer to receive information. Some people prefer email; others find a physical letter has more impact.
- Be mindful of GDPR. You can send a thank you to your givers under legitimate interest, but it's important to ensure it comes from someone the giver expects will know about their giving. If the chaplain is writing the letter then they could add in a line saying *'Whilst I do not know any details about how much people give, I do want to thank everyone who is able to give...'*

2. Send an annual thank you letter

- It's good practice to send an annual, personal thank you letter to each of your givers.
- Think about the best time of year to do this (It should be separate from any 'giving campaign' – this is about thanking people.)
- You could also help people with their tax return, if they have to submit one, by supplying exact figures of how much they've given over the year.

3. Writing your thank you letter

- **A thank you letter is a thank you!** Avoid the temptation to include a postscript 'P.S. please also review your giving'. This letter should be about gratitude and nothing else.
- **Make it personal** – Giving is relational. Show appreciation by personally addressing your giving letters/emails ('Dear David/Agatha').

- **Be concise** – Keep your letter to a few compelling paragraphs. If your letter is too long, people won't read it, so keep it short and to the point.
- **Include impact** – It's good to include some of the ways financial giving has enabled the church's mission and ministry over the last year. Include statistics, stories and pictures – or include a *Year In The Life Of Our Church* on the back of the letter.
- **[Link to some Thank You letter templates – plus the 'Year in The Life of Our Church' images and templates](#)**

Did you know?

49% of Anglicans say they would be more motivated to give if they understood the impact of their giving.*

- **You could try to do something different each year/few years** – You can use the same template, but maybe try a different template or format.

4. Other ideas to thank your givers

- **Run a 'thank you' event.** Bring together everyone who contributes to the work of your church to express appreciation and celebrate the impact of their generosity. Host a food or drinks event like a BBQ or an afternoon tea. Your chaplain or churchwarden can thank everyone and share some highlights from the year. *This could also take the form of a 'thanksgiving' service with a thank you cake afterwards if there is no volunteer capacity to organise a separate event.*
- **Volunteer thanksgiving/re-dedication moment within a service.** This can work particularly well in larger churches to acknowledge and thank people for their service ('stand up if you involved in... children's work/cleaning/music/foodbank' etc). People are thanked and prayed for as they re-dedicate themselves for the year ahead. It also communicates to everyone the work that is being done - often behind the scenes – and hopefully will inspire others to volunteer.
- **Following changes to giving** – If you receive confirmation of a new regular giver sign-up, email them to say 'thank you' as soon as possible.
- **During services** – Express appreciation for people's generosity during your offering or giving notice, sharing how people's giving makes your church's work possible.
- **At church events and fundraisers** – Thank people and talk about the difference that everyone's generosity is making.
- **Marking key milestones** – Share any significant milestones or achievements relating to giving or impact with your church family, thanking them for their part in making it possible. Via email, in a church newsletter, notice sheet, social media or in person.
- **At your Annual Meeting** – Ensure you thank your givers by taking the time to acknowledge their vital role in making the ministry of the church possible.
- **Throughout your building** – If you have a noticeboard or contactless device in your church building, ensure your giving materials include a thank you to your givers.

(* Data source = [Anglican Giving Survey | The Church of England](#))