

New River Community Action
Donor Recognition

Use Gratitude to build relationships that pave the way for future gifts

Recognition Step	Timeline	\$1-49	\$50-100	\$100-499	\$500-999	\$1000+	Action
Thank you letter	Goal 24 hrs; no later than 1 week	x	x	x	x	x	Signed by CEO
Added to Constant Contact list for monthly e-newsletters	Weekly	x	x	x	x	x	Set up report to automatically notify Sheila when emails added to donor data base
Thank you note card w/program photo	1 week after letter			x	x	x	Signed by Program Coordinator/ Director
Certificate-business, church, organization	1 week after letter			x	x	x	
Holiday card	December			x	x	x	Designed, print, mail

For large donations – pick one best suited/based on contact information available:

Send TY video if email provided	Goal 24 hours				x	x	
Signed thank you card from Board	1 week after letter					x	Cards signed in advance
Call from Board member if number provided	Within 1 month					x	Send report to designated member(s)
Invite for tour	Within 2 weeks					x	Call from program coordinator/director/ or communications specialist