

**Why Nonprofits Need to Say Thanks  
Association & Nonprofit Bisnow  
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Nonprofits collected **\$58M** in donations during the last two months of 2014, up from the **\$53M** they brought in during the same months in 2013. What they haven't figured out is how to convert many of the **one-time donors** into ongoing supporters. Merkle Response Management Group president **Bill Sayre** says it doesn't take much to turn one-time donors into regulars. His organization, which helps nonprofits with donation processing, advises clients to personally thank first-time donors with a **phone call** or **handwritten note**.

He also says nonprofits are using **micro data** to send highly customized communications. If the donor puts a stamp on the envelope instead of relying on the **postage** provided by the charity, the gesture can be noted in the thank-you note. Organizations are also getting their executive director or other high-level leaders to sign thank-you letters. Bill says the changes aren't rocket science but most organizations don't have the **resources** to make communications with donors so personal.