



# Gratitude Grid

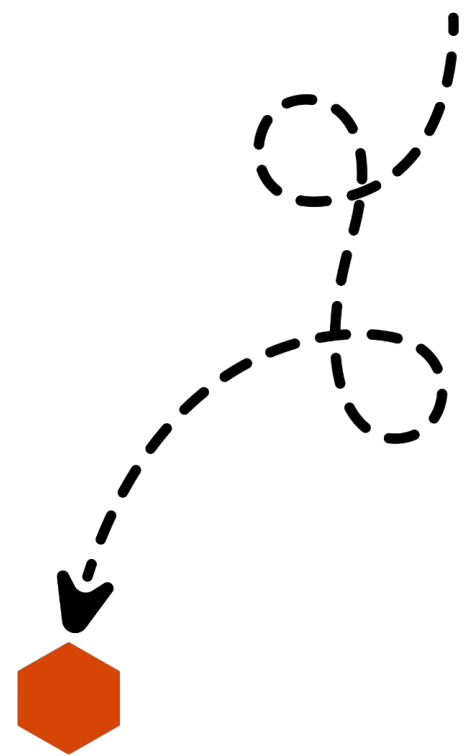
# Six elements of thanking

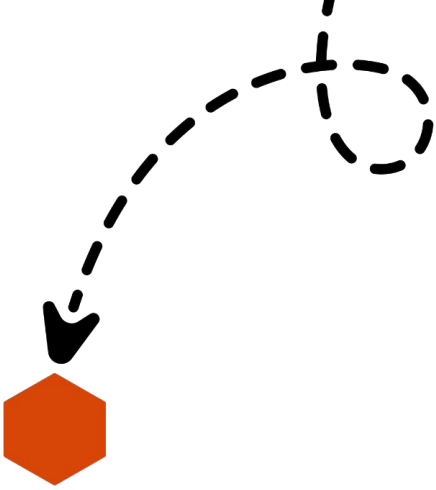
The six elements in this tool are the core ingredients of a great thank you letter.

Take a look at your existing letters and think about how well you do on each element.

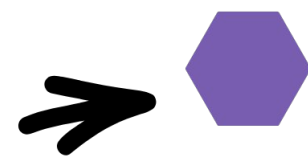
Don't overthink it, but do add your ideas for improvement.

Not everything may be feasible immediately, but we can incrementally improve.





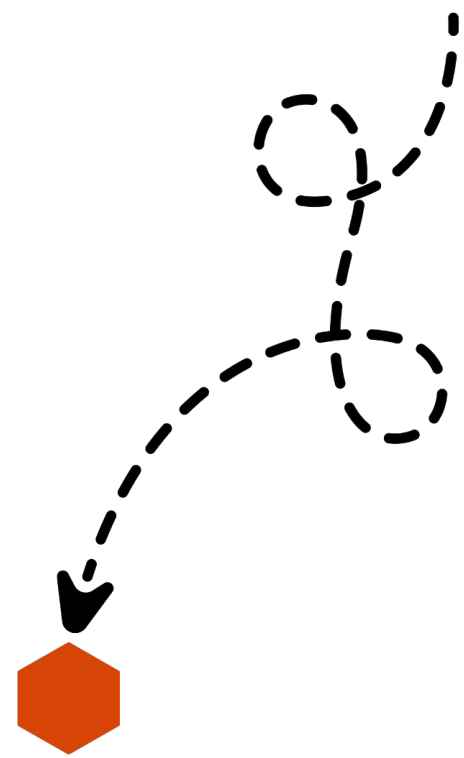
01	Format of your letter	<ul style="list-style-type: none"><li>• Is it a letter, card or email?</li><li>• Is it personal?</li><li>• Is it hand-signed or include a note?</li></ul>
02	Personalisation	<ul style="list-style-type: none"><li>• Does it include the correct salutation and gift amount?</li><li>• Is it specific to the campaign, product or membership?</li><li>• Does it recognise people's motivation for giving?</li><li>• Does it recognise someone's connection to your cause?</li><li>• Does it recognise the giving history and relationship?</li></ul>
03	Impact	<ul style="list-style-type: none"><li>• Does it give information on how the money will be used?</li><li>• Is it related to the reason for giving?</li><li>• Have you used an emotive case study?</li><li>• Does it represent the different realities our clients face?</li></ul>
04	Gratitude	<ul style="list-style-type: none"><li>• Use lots of 'you' and other generous language</li><li>• Heartfelt tone</li><li>• Starts with an engaging or surprising opening</li></ul>
05	Writing ease and readability	<ul style="list-style-type: none"><li>• Is it at least 12 size font?</li><li>• Does it have a readability score of under 10?</li><li>• Is there lots of white space?</li><li>• Does it use bold, italics and underlining to draw attention?</li></ul>
06	Supporter care	<ul style="list-style-type: none"><li>• How quickly is the thank you sent?</li><li>• Does it include contact details?</li></ul>



# Score criteria

We've made it easy for you by giving you scoring criteria.

Simply use the table and the scoring criteria in the following slides to score a thank you letter, email, or other way that you show gratitude to your supporters.



Category	Your Score	Ideas	Your notes and ideas
<b>Format of your letter</b>		Needs to feel like it is a one-to-one communication. It isn't always feasible to send a handwritten note.	
<b>Personalisation</b>		Consider what is ideal and what is achievable.	
<b>Impact</b>		Make people feel their gift or contribution is important.	
<b>Gratitude</b>		Use language such as: kind, generous, compassionate, caring	
<b>Writing and readability</b>		Use Grammarly.com, Hemingway app or Word to assess readability.	
<b>Supporter care</b>		Speed of thanks is a big driver of future giving and support.	

## Format

- 5:** A creative thanks i.e. handwritten note or card; email with relevant video; campaign specific card; phone call
- 4:** Hand signed letter
- 3:** Personal email
- 2:** Letter/email from a named person
- 1:** Letter/email from a nameless person

## Personalisation

- 5:** Recognises people's giving history and relationship, as well as their motivation/connection for giving/supporting
- 4:** Uses some basic references to motivation or giving history
- 3:** Salutation and gift amount/reference to support present
- 2:** One of salutation, gift amount, or reference to support, is included
- 1:** No salutation, gift amount or reference to support given

## Impact

- 5:** Emotive case study that relates to how the gift will be used
- 4:** Case study / factual information on a service/programme of work that is possible due to this gift/support. Varied case studies given for different letters, to represent different realities and areas of work.
- 3:** Generic case study about your charity.
- 2:** Some basic / factual info on the charity
- 1:** No feedback on how donation / support will help

## Gratitude

- 5:** Heartfelt tone, thanks person at least twice. Engaging opening to the letter. Supporter-centric language - 'because of you', 'all your support makes possible'.
- 4:** 'You' is used frequently' - less 'we' and 'our'
- 3:** Sincere thanks
- 2:** Perfunctory thanks i.e On behalf of everyone at Charity X, I would like to say....
- 1:** No thank you and lots of use of 'we' and 'our'

## Writing ease and readability

- 5:** Reading ease under 8. Lots of white space and easy on the eye. Uses 12-size font minimum.
- 4:** Uses sub-heads, **bold**, underlining and *italics* to highlight key points.
- 3:** Reading ease under 10. See later slides for how to do this.
- 2:** Uses over 12 size font.
- 1:** Reading ease over 10. Dense paragraphs and letter is crammed in. Font size 10 or under

## Supporter Care

- 5:** Sent within 24 hours. Includes contact details for further information.
- 4:** 100% sent within 48 hours. Contact details included.
- 3:** 75% sent within 48 hours. Contact details included.
- 2:** 75% sent within five working days. Contact details included.
- 1:** 50% sent within five working days. No contact details for a named person or team





Want to be great at gratitude?  
Inspired to create supporter journeys that work?  
Curious on improving your supporter experience?

We'd love to hear from you!

Get in touch with Craig, Emily or Lianne:

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[www.supporterexperience.co.uk](http://www.supporterexperience.co.uk)

[www.fundraising-training.com](http://www.fundraising-training.com)