



The Power of Saying Thank You



THE WORLD'S FIRST FOOD BANK
PROVIDING MORE THAN FOOD — *hope.*

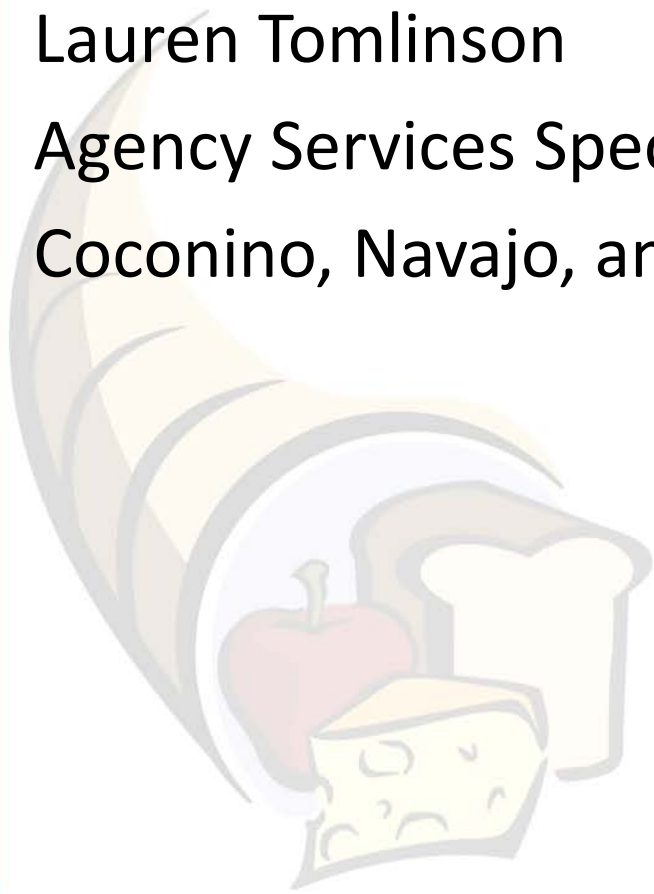
Welcome!

PRESENTER:

Lauren Tomlinson

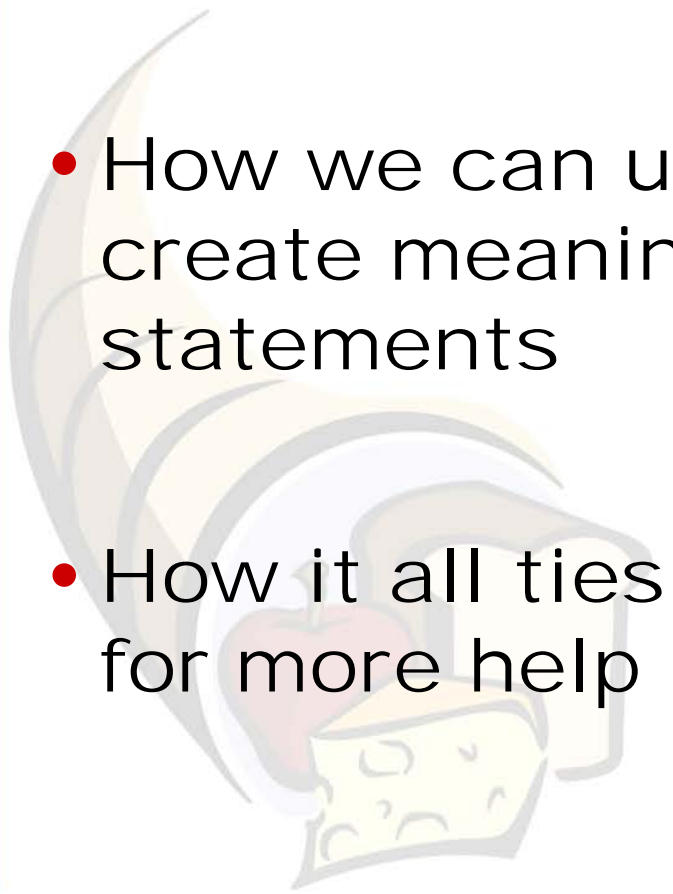
Agency Services Specialist

Coconino, Navajo, and Apache Counties



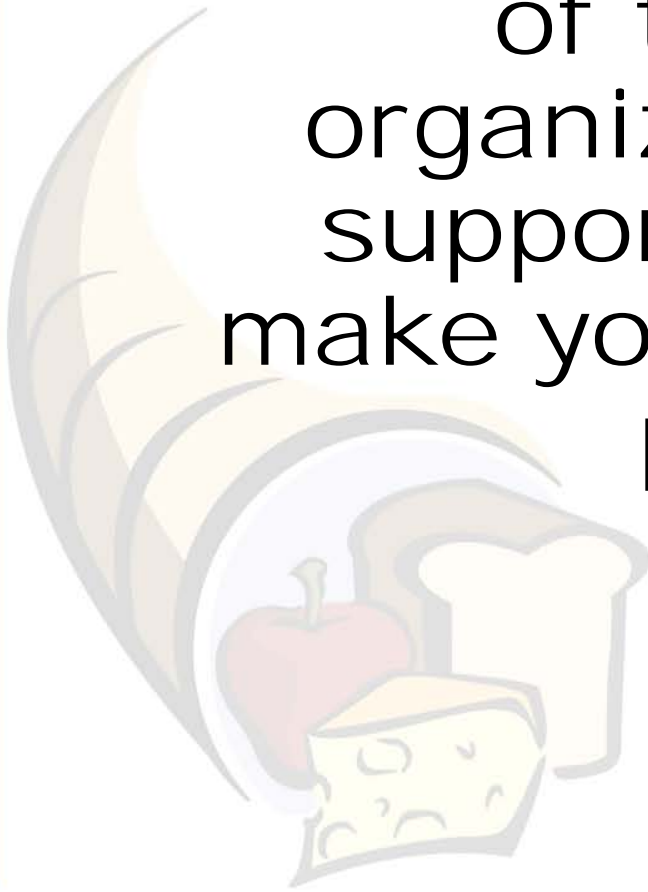
Goal of this training

- Who we should thank and what can it look like
- How we can use existing data to create meaningful impact statements
- How it all ties together with asking for more help

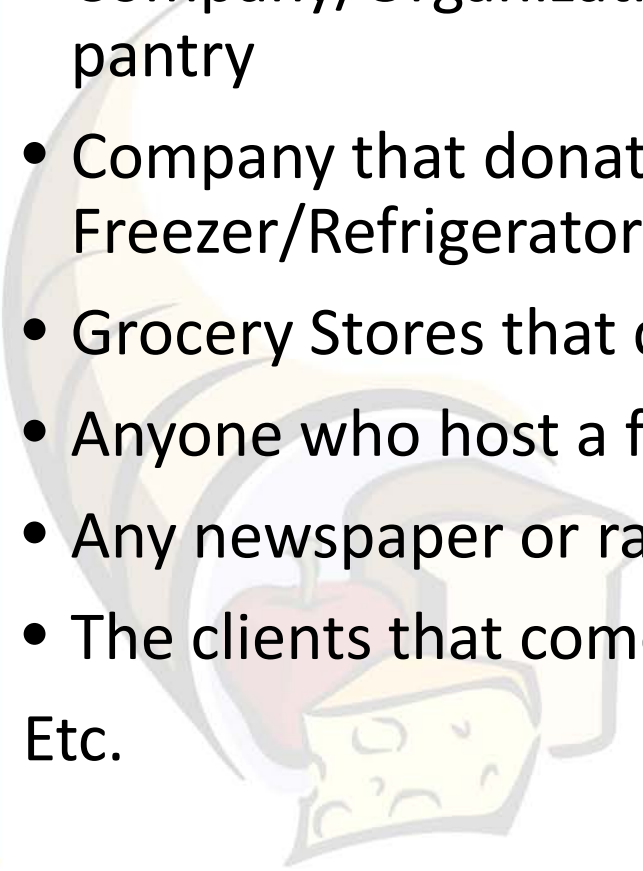


Activity:

Take 2 minutes to list all of the people, organizations, and or supporters that help make your food program possible



- Staff
 - Volunteers
 - Financial Donors
 - Advocates
 - Company/Organization that donates space for food pantry
 - Company that donates/discounts Pest Control, Freezer/Refrigerator Maintenance, or other services
 - Grocery Stores that donate food to the organization
 - Anyone who host a food drive
 - Any newspaper or radio that features the organization
 - The clients that come in
- Etc.



Activity:

Using your list- make a checkmark next to them if you've thanked them within the last 90 days



From the Experts:

The Journal of Marketing Management. July 2010:
'Don't Forget to Say Thank You': The effect of an acknowledgment on donor relations by Altaf Merchant, John B. Ford, Adrian Sargeant

1. Acknowledgment had a positive impact on the donor's future donation intent
2. Far more [difficult] to recruit new donors compared with retaining existing donors
3. Acknowledging the donor's gift will better the chance for the donor retention

Who should we thank?

Everyone!



What a Thank You Can Look Like

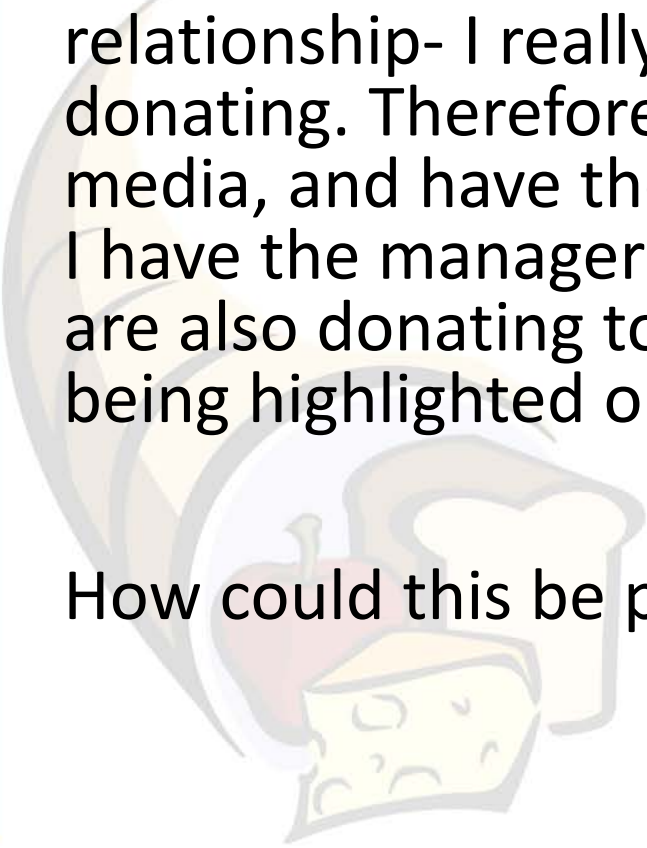
- This can take multiple forms:
 - Letters
 - Emails
 - Telephone Call
 - Text message
 - Social Media Post
 - Holiday Cards
 - Anniversary Cards
 - Accomplishment Cards
 - Annual Reports or Newsletters
 - Luncheon
 - Coffee
 - Small gifts
- etc.



Activity: How should we thank our donors?

Scenario: A friend of mine is the manager at Bashas. She starts donating bread to my food pantry 3 days a week. Since she is a friend and I value our relationship- I really want to thank her so she keeps donating. Therefore, I send her a letter, post on social media, and have the Executive Director call her. Now I have the manager at Safeway upset because they are also donating to the food pantry- but they aren't being highlighted on social media.

How could this be prevented in the future?



Standardize your Thank You's

- Create levels for the donations that come in that way you can make sure you are thanking everyone fairly.

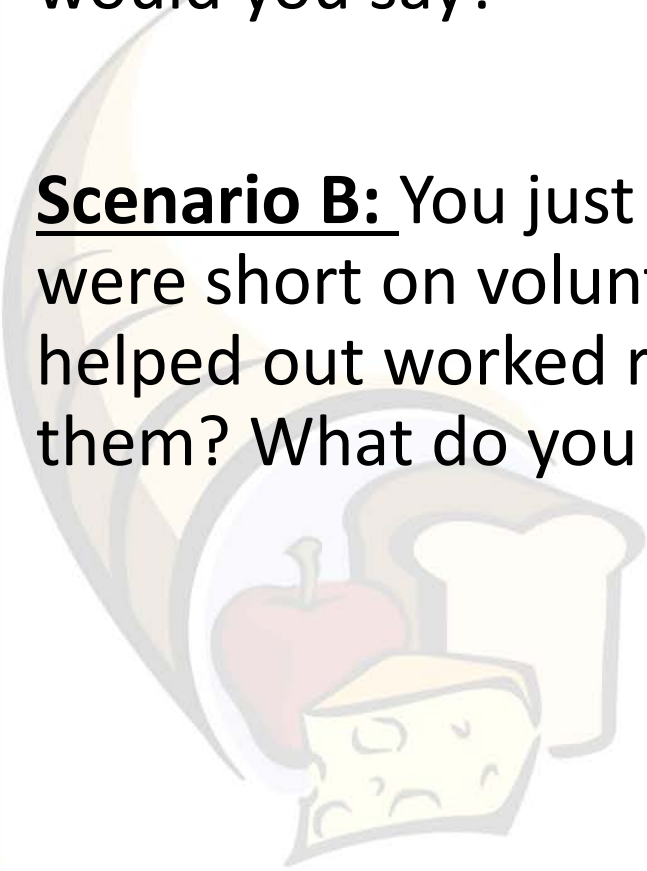
- Example:

Type of Gift	Type of Thank You
New Volunteer	Program Manager writes a Thank You Note
New Grocery Store Donor	Executive Director Calls & writes a Thank You Note
Financial Donor of X Amount	Letter from ED & Invite to X Event.

Activity: What should you say?

Scenario A: Safeway has been donating bread to your organization. How do you thank them? What would you say?

Scenario B: You just finished your distribution. You were short on volunteers- so the 3 people that helped out worked really hard. How do you thank them? What do you say?



Look at this thank you to a volunteer.
Which do you prefer. Why?

Thank you A:

Dear Jane,

Thanks for volunteering! Hope to see you next time.

Thank you B:

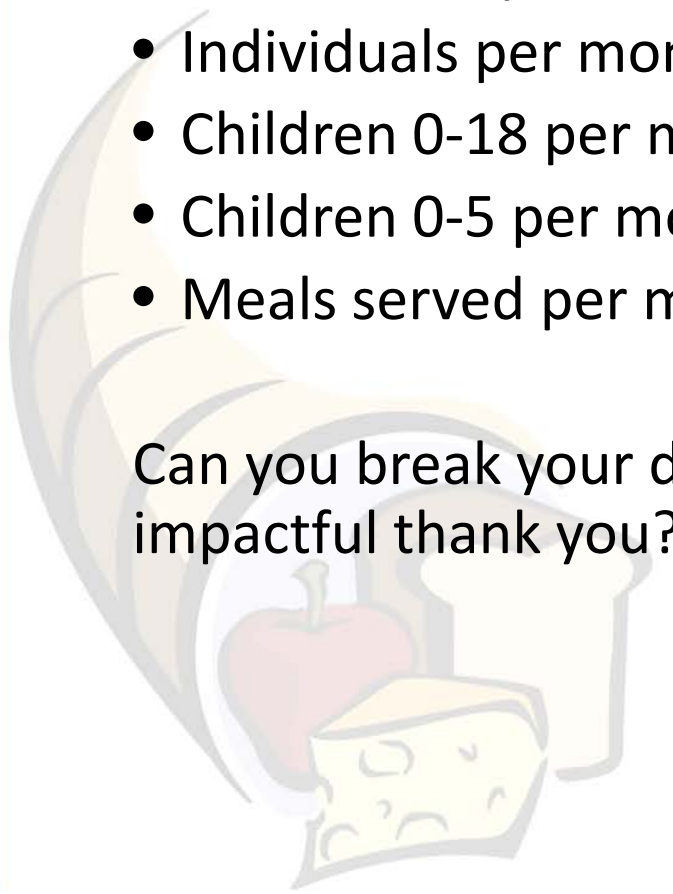
Dear Jane,

Thanks for volunteering on Thursday. Last week, we served 150 households at our food pantry. We couldn't do what we do without your support, so thank you!

Monthly Reports

- Your monthly reports track
 - Households per month
 - Individuals per month
 - Children 0-18 per month
 - Children 0-5 per month
 - Meals served per month

Can you break your data even further to use for your impactful thank you?



MealConnect- Grocery Stores



Empowering Food Donors

Get Involved

There are two ways to get involved today.

Feeding America MealConnect: Donate Excess Food

- SMFBA provides a free software available to all agencies
- Tracks how many pounds each donor has given to your organization
- Total pounds received from all donors
- And More!

Volunteer Management Software

- www.whentohelp.com
 - Charities can apply for free use if they have a 501c3
- www.signup.com
 - Variety of Plans ranging from Free on Up
- www.yourvolunteers.com
 - two different plans that allow a variety of different functions
- Create your own!
 - Excel Spreadsheets
 - Calendar Reminders
 - Sign-Ins



Remember when your creating your impact statements:

- Change the Information
- Cater it to your donor



The power of a P.S.

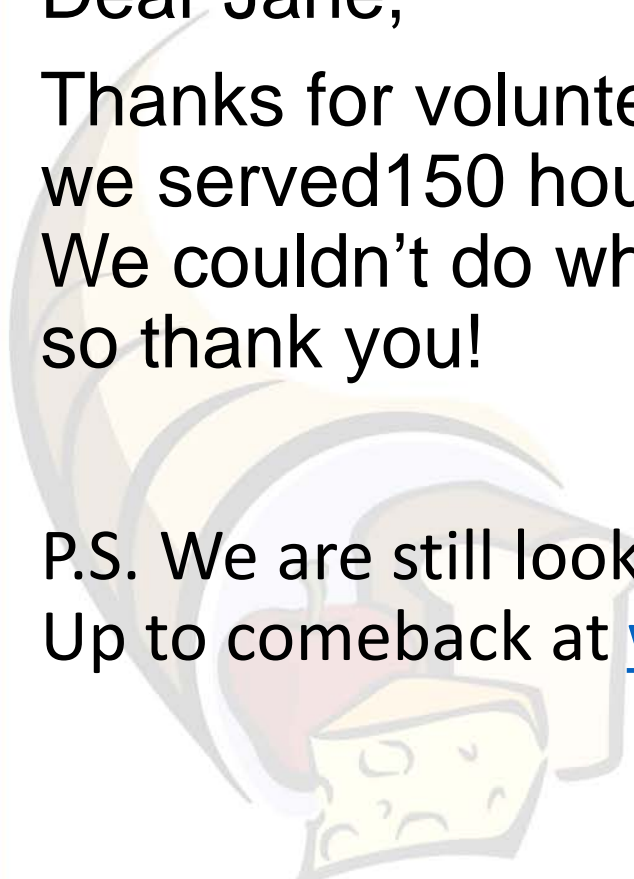
Thank you B:

Dear Jane,

Thanks for volunteering on Thursday. Last week, we served 150 households at our food pantry.

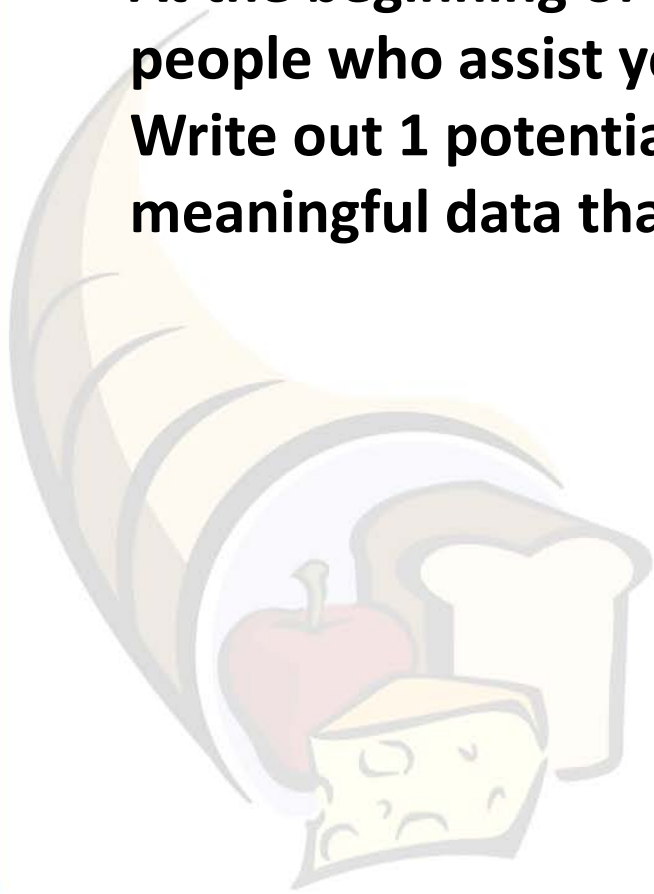
We couldn't do what we do without your support, so thank you!

P.S. We are still looking for volunteers for March. Sign Up to come back at www.XXXXX.org



Activity: Create your impact statement

At the beginning of the session you created a list of people who assist your food pantry in some way. Write out 1 potential impact statement with meaningful data that would interest the donor.



THANK YOU



St. Mary's
Food Bank
ALLIANCE®

