

Be Sure to Thank the Donor

Write a thank you letter as soon as possible

Praise their generosity or how they can always be counted on (regular donors).

Tell them others are responding as well. Their gift added to others is having an impact.
Tell what you accomplished with the money.

Report on a event the athletes attended (or will attend).

Announce an up-coming event, and invite the donor(on invite to a practice). *“Once you see our athletes in action, you will see why your donation is so important to them.”*

Beside writing a letter you can also:

Thank them in person

Put them on your mailing list and keep them informed via your newsletter. (Don't have a newsletter? Then start one.)

Put an article in the newspaper (or write a letter to the editor) telling who donated.

Buy them a small personal gift of little values but of great charm (a Special Olympics key chain or Christmas ornament).

Finally, ask them to suggest or recommend someone else who might be interested in supporting your program.