

# Thank

---

A culture of generosity is built on a foundation of gratitude.

In a culture of gratitude, we thank God for the blessings in our lives. God is generous again, again, and again. Say thank you again, again, and again—and in many different ways.

We thank individuals and groups for all of their generous support of the ministry in their community.

We cannot thank enough. We give thanks for every gift.

## Timely, sincere, personal

We make sure our gratitude and thanks are timely, sincere, and personal.

- **Timely:** Closely connected to when each gift is received
- **Sincere:** Communicating what a difference the gift makes
- **Personal:** Face to face, or in a handwritten note

Find opportunities to say thank you directly. Find opportunities to write it personally. Thanking needs to be planned if it is to become a habit in your congregation and so that everyone who gives will be thanked.

### Make it timely

- Don't wait until the end of the program.
- Thank donors as soon as the intention card arrives. Phone to say we received the gift and are grateful for their contribution.
- Thank every new donor as soon as possible with a phone call or handwritten note.

### Make it sincere

- Adding appreciation to thanks builds sincerity. Acknowledgment is thanks. Think about ways of adding appreciation—affirming the qualities of the donor, their motivation, or their hopes.
- Show yourself in the thanks, and connect yourself with your donor. Wear your heart on your sleeve.

Add a simple homemade gift—cookies or some bags of special tea, for example. “Remember that we are grateful for your generosity the next time you enjoy your cup of tea.”