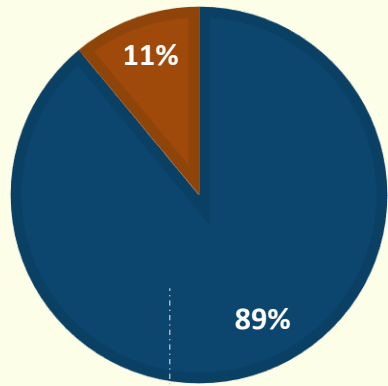


How are we Showing Gratitude to Donors?

■ Yes ■ No

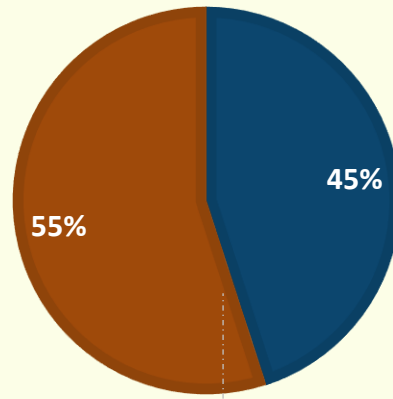


Do you send Thank you cards?

Key findings: **89%** of respondents send thank you cards.

- ❖ Of the organizations that send a thank you card, 56% include a soft-ask.

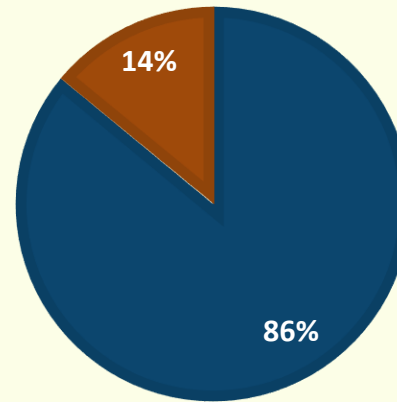
■ Yes ■ No



Send Donor Gifts?

Key findings: **45%** of respondents send a Donor gift (ex. Calendar, t-shirt, etc.).

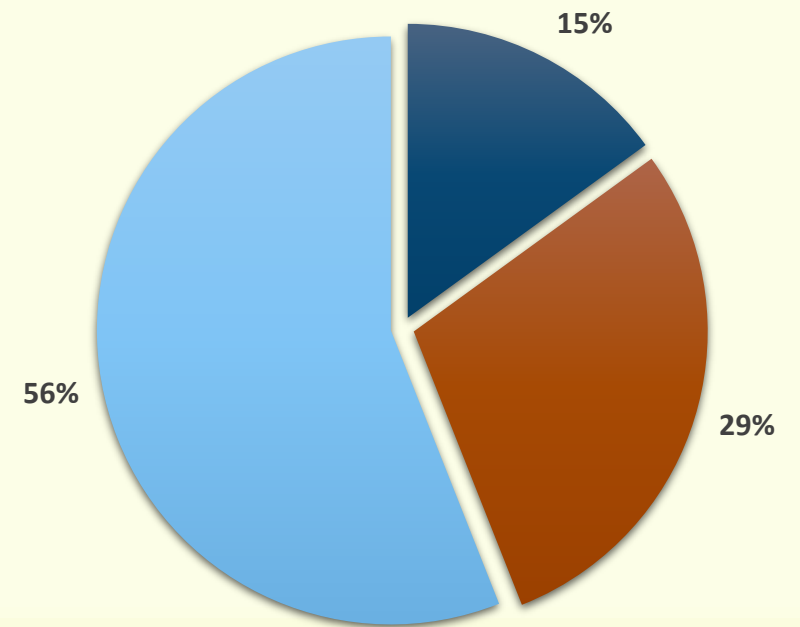
■ Yes ■ No



Invitation to Events?

Key findings: **86%** of respondents send event invitations.

Outside of appeal campaigns, how many touches do you have with your donors per year?



■ 0-2 ■ 2-5 ■ 5+

This data was compiled by Streamworks, polling fundraising professionals at AFP ICON 2023.

47% of those who participated in the survey have less than 5,000 active donors, 41% have 5,000-50,000 active donors, and 12% have more than 50,000 active donors.