**Sample Thank You Matrix**

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| --- | --- | --- | --- | --- | --- |
| **Communication Type** | **Timeline** | **New Donors** | **Loyal Donors** | **Major Donors****(> $1,000)** | **New Legacy Donors** |
| **Tier I - Mandatory** |
| Thank you email | Within 24 hours | X | X | X | X |
| Thank you letter | Within 1 week | X  |   | X  | X  |
| Tax Statement with Ask | Annually | X | X | X | X |
| **Tier II** |
| Handwritten Note | Within 2 weeks | X | X | X | X |
| Call from Father | Within 48 hours |  |  | X | X |
| Welcome letter | First Week | X |  |  |  |
| Christmas cards | Annually | X | X | X | X |
| **Tier III** |
| Annual donor coffee/lunch | Annually |  | X | X |  |
| Newsletter* Impact of giving
* Areas to help
* Donor Stories
 | 2x per year | X | X | X | X |
| Donor Anniversary | Annually | X | X | X | X |
| Video update on impact | Quarterly | X | X | X | X |