

Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



W E B I N A R



The Power of Gratitude:

Unlocking the True Magic of Thanking
for Your Nonprofit



Lisa B. Sargent
Principal
Sargent Communications

THURSDAY, JUNE 26, 2025 | 1:00 PM ET

Let's Get Started!

If you had to thank one person or group who made your mission possible this year, who would it be, and why?



Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit OneCause.com/Resources for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card
Help drive future webinar content!



Meet Lisa Sargent

Lisa Sargent is an internationally recognized fundraising copywriter and donor communications expert with more than 15 years of experience helping nonprofits strengthen donor relationships and boost retention. As Principal of Sargent Communications, her one-woman copywriting shop, Lisa specializes in crafting donor care communications that keep supporters connected—and giving—long after the first gift.

Her work spans a wide range of powerful, donor-focused content, including thank-you letters, e-appeals, donor newsletters, website copy, annual appeals, and upgrade campaigns. Lisa's communications are known for increasing engagement, sparking generosity, and helping nonprofits build lasting donor loyalty.

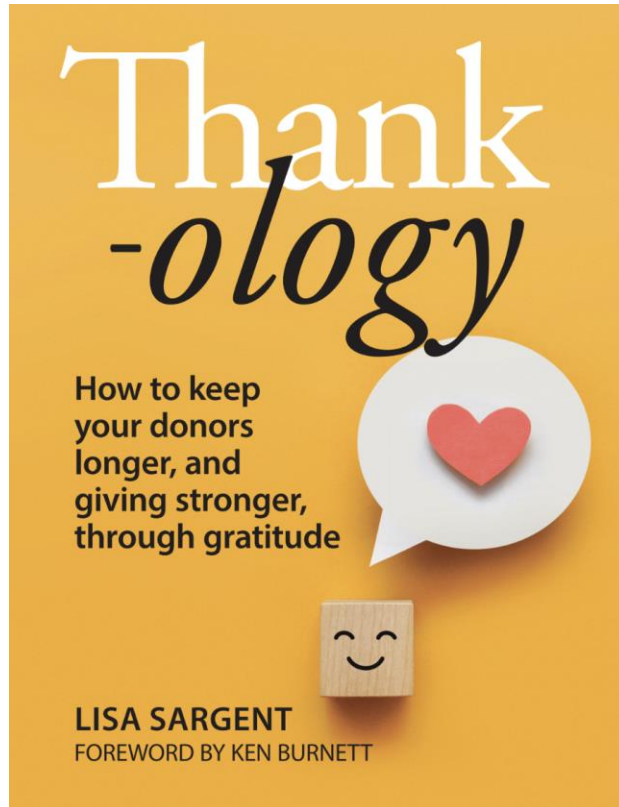
With a sharp eye for detail and a deep understanding of donor psychology, Lisa also provides acknowledgment audits and strategic copyediting to help organizations optimize their fundraising results. Simply put: she helps causes say “thank you” in ways that matter—and that work.



Lisa Sargent

Principal
Sargent Communications

A true story...

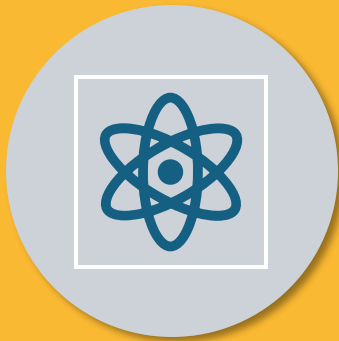


At the beginning of the year, Food for the Poor sent a simple thank-you card to 25,000 of its highest donors. The card was sent in an envelope. There was no ask. No reply piece. No reply envelope.

By the end of the year both the major givers who'd received the card, and those who hadn't, had given nearly the same number of gifts.

But the group that received the thank-you card gave almost \$450,000 more.

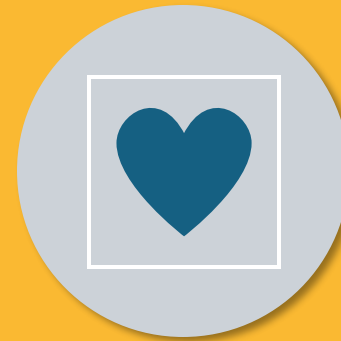
How to unlock the true power of gratitude for your nonprofit, in three parts:



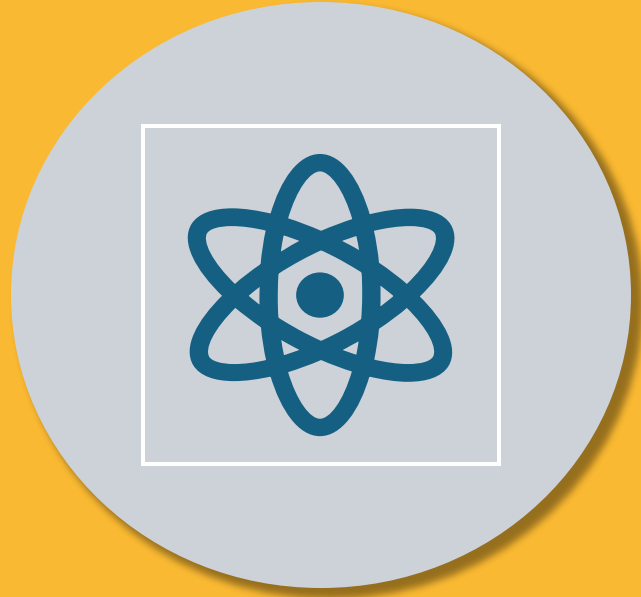
**I. WHAT YOU NEED
TO KNOW ABOUT
THE SCIENCE AND
MAGIC OF
GRATITUDE**



**II. GETTING
GRATITUDE RIGHT
(6 BLOCKS AND
A BONUS)**



**III. USING GRATITUDE
ACROSS MULTI-LEVEL
COMMUNICATIONS**



PART I. GRATITUDE SCIENCE

When you unlock the power of gratitude, you grow retention and value...



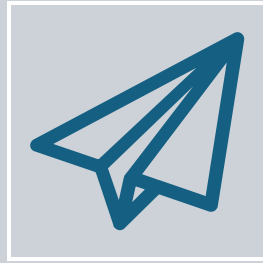
21% STOP GIVING BECAUSE:

- Never thanked
- Not informed on how their gifts were used



10% INCREASE IN DONOR RETENTION
= up to a 200% increase in lifetime value

When you unlock the power of gratitude, you see thanking beyond 'awkward obligation'...



**SENDERS OVERESTIMATED
AWKWARD FEELINGS**

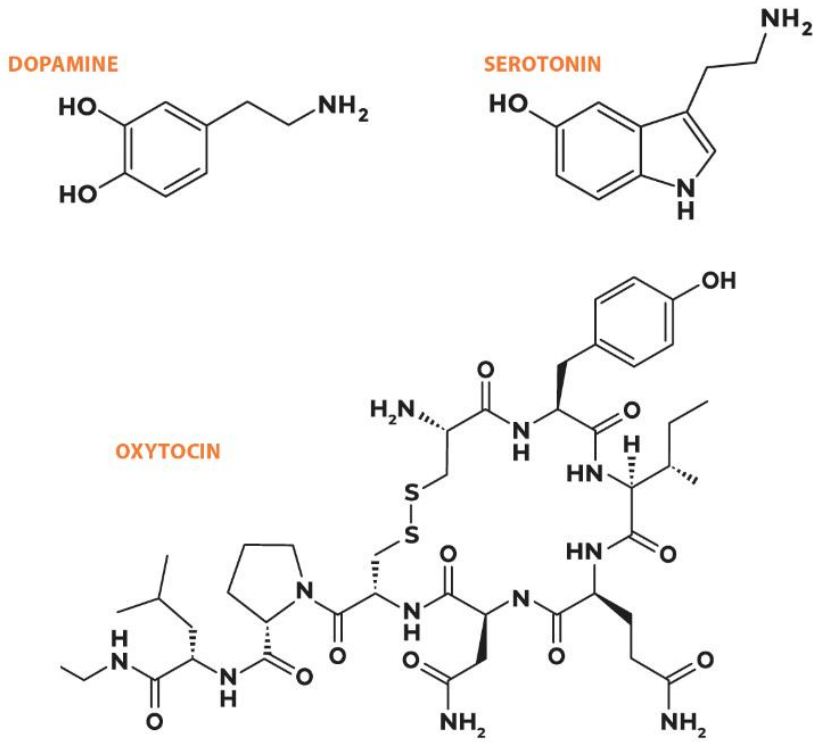


**SENDERS UNDERESTIMATED
POSITIVE MEANING**

And yet... **70% still aren't sending**, 3 weeks out!

When you unlock the power of gratitude, you activate giving magic:

Meet the happiness chemicals:

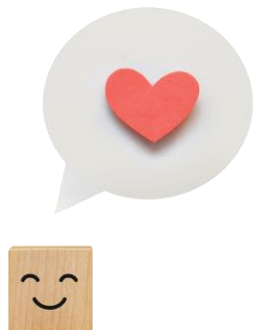


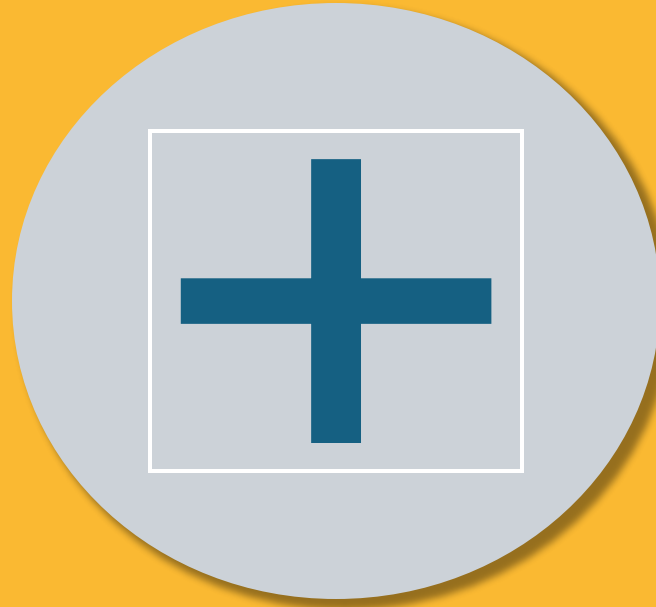
1. Activate emotion and memory centers
2. Reduce attrition and turnover
3. Boost generosity
4. Increase goodwill and wellbeing
5. Increase average gift and speed to second gift
6. Increase understanding of others
7. Move people to act for the common good

Warm. Prompt. Authentic. Human.

And for gratitude magic to happen,
you don't have to wait.

You can start with your next thank-you...





II. IN PRACTICE: HOW TO GET GRATITUDE RIGHT

Step 1. Ask:



What's prompting this thanks?



Who am I writing to?



What's the deeper story I hope to connect them to ?

Step 2. T-H-A-N-K-U: The six blocks

Warm.
Prompt.
Authentic.
Human.



– **THANK** and tell the donor their gift was received – confirmation.



– **HELP** the donor to see what their gift is doing (or will do) – justification.



– **ASK** the donor for something other than money – invitation.



– **NOTIFY** the donor how they can reach you with questions – information.



– **KINDLE** good feelings by showing how the donor's gift is helping – illumination.



– **UPDATE** the donor on when they'll next hear from you – expectation.

6 T-H-A-N-K-U blocks:



– **THANK** and tell the donor their gift was received – confirmation.



– **HELP** the donor to see what their gift is doing (or will do) – justification.



– **ASK** the donor for something other than money – invitation.



– **NOTIFY** the donor how they can reach you with questions – information.



– **KINDLE** good feelings by showing how the donor's gift is helping – illumination.



– **UPDATE** the donor on when they'll next hear from you – expectation.

Address 5

Dear <<Salutation>>,

He cast one last look over his shoulder at MOI as he walked away, and he smiled at us. "Thanks a million," he said.

His body and clothes were clean. His hunger and thirst, quenched. And on his freshly tended and bandaged feet?

He wore new socks and sturdy shoes. *Thanks a million, he said.*

There is no way I can ever sufficiently thank you for your kind summertime donation of €<<Gift Amount>> to Merchants Quay Ireland...

... No way I can ever express what it means for me to be able to write you for urgent help with simple things like food and fresh water and clean socks and shoes and safe shelter, and know that you – forever cherished, within our Merchants Quay family – will somehow come through.

Even in summer, the unlikeliest of seasons. Thank you.

If you have chosen to receive it, your *Quay Times* donor newsletter will continue to reach you via post, with stories of the good work you so kindly make possible. Meanwhile you are very welcome to call us with any queries you might have. We are here for you.

May you find a peaceful patch of shade to call your own this summer in return for sharing life's great blessings with those in need,

[SIGNATURE]

Tony Geoghegan
CEO, Merchants Quay Ireland

P.S. You are our heart and soul, whether you give often or you have a few lean years. And to honour the grace you bring, I cordially invite you to Coffee Mornings at our Riverbank homeless centre. Once each month we host private guided tours for you, our donors, without whom MOI wouldn't exist at all. The centre isn't in active use during those brief windows, so the tours are discreet and respect the privacy of our clients. I hope you'll join me by ringing Emma on 01 524 0139 – the next dates are **XX** July and **XX** August. Thank you again for your caring spirit.

DATE

H-HELP

T-THANK

K-KINDLE

U-UPDATE

N-NOTIFY

A-ASK

**K-Kindle
(Bonus)**

6 T-H-A-N-K-U blocks:



– **THANK** and tell the donor their gift was received – confirmation.



– **HELP** the donor to see what their gift is doing (or will do) – justification.



– **ASK** the donor for something other than money – invitation.



– **NOTIFY** the donor how they can reach you with questions – information.



– **KINDLE** good feelings by showing how the donor's gift is helping – illumination.



– **UPDATE** the donor on when they'll next hear from you – expectation.

Dear <Informal Salutation>,

Safe. Remembered. Loved.

This is how your compassion will soon feel to earthquake survivors in Myanmar.

Temporary shelters to protect the old, the young, and everyone in between.

Clean, lifesaving water in sweltering temperatures that have reached forty degrees.

Emergency food, hygiene kits, and medical supplies. To help survivors keep from dying due to hunger, injuries, and waterborne bacteria. To lift human suffering and trauma.

<Informal Salutation>, thank you for giving of your time and your resources to help rush relief to earthquake survivors in Myanmar.

The warmth of your generous donation of <<Amount>> is right now joining with that of other Trócaire supporters, as kind and caring as you. Together you help speed lifesaving resources to our local partners helping people on the ground in Myanmar even as I write these words to you now.

In a country already torn apart by conflict, Myanmar is one of the poorest in the world. But the people are amazing.

The abundance of their determination, the depth of their concern, the strength of their bonds, even in the face of conflict and massive crisis, fills me with hope for the future.

You give me hope too, <Informal Salutation>.

And today at Trócaire, you fill our hearts with gratitude for the gift that you have given... the gift that you are.

Thank you for helping rush urgent relief to earthquake survivors in Myanmar – and for helping them on their journey to recovery.

I'm so glad you're here, together beside us for a just and caring world.
With all my gratitude,

Name
CEO, Trócaire

PS. The full extent of the destruction in Myanmar and parts of Thailand may not be known for weeks. I'll update you as I can. You are also very welcome to receive our Together In Action supporter newsletter for more there as well. The newsletter will reach you free by post three times each year and is filled with stories of how your generous support for a just world is helping people change their lives around the world. Email to Declan, our donor care manager, on Declan.Dixon@trocaire.org to sign up. He'll be delighted to help you. Thank you again for helping in Myanmar. You're a light to us here, <Informal Salutation>.

K-KINDLE

H-HELP

T-THANK

U-UPDATE

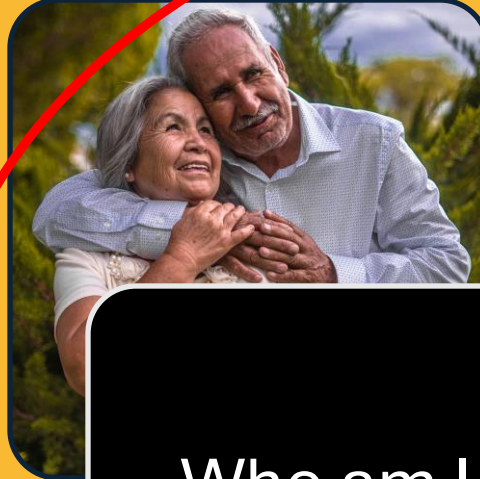
N-NOTIFY

A-ASK

Remember this? Advanced-level thanking:



What's prompting this thanks?



Who am I writing to?



What's the deeper story I hope to connect them to ?

This? 🙄

On behalf of our board of directors, trustees, esteemed management team, foundation partners, and founders, we are writing to acknowledge receipt of *blah blah blah blah...*

“When we got Danielle back, I was almost in tears”

Thank you for taking the time to give...beautiful community

**great healthcare is worth protecting...
you believe it too**

Or this? 😊

*Wherever the art of medicine is loved,
there is also a love of humanity.*

—Hippocrates, ancient Greek physician

<<Date>>

Dear <<Mrs. Sample>>,

His words were simple, but from the heart.

In the Intensive Care Unit of Adventist Health St. Helena, Dr. Gregory Rosellini, MD has labored for 48 hours straight just to keep his patient alive.

“When we got Danielle back,” he said, “I was almost in tears.”

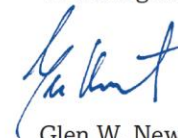
Today you have shown that same love for health and humanity through your generous gift of <\$AMOUNT> to St. Helena Hospital Foundation.

Thank you for taking the time to give... and thank you for helping keep world-class medicine here in this beautiful, one of a kind community.

So much of what happens at Adventist Health St. Helena wouldn't be possible without support like yours. And in the months to come your donation will join with others to fund healing technology that even some big medical centers don't yet have – to give people the very best individual, personal care possible.

We believe that great healthcare is worth protecting. In giving, you've shown you believe it too. Thank you – from the heart – from all of us here.

Yours in gratitude and good health,



Glen W. Newhart, MBA, CFRE
President and CEO, St. Helena Hospital Foundation

P.S. In upcoming issues of your supporter newsletter *Inspired!*, I'll update you on all that you make possible. But if you ever have questions, please call us at 707-963-9208. Thank you again for giving, and keep well!

At Adventist Health St. Helena, we love our natural resources as deeply as we do great local medical care. So please save this letter as your official tax receipt. It affirms St. Helena Hospital Foundation is a registered 501(c)3 nonprofit organization, and that no goods or services were exchanged in return for your kind, tax deductible donation. **Thank you! ♥**

This? 🙄

Your donation has been processed.

Life's richest colours can't always be seen... felt with human heart

...**you believe** a child's true potential can't always be seen—it must be felt with the human heart.

Collaboration: Ruth Allen. Design: Sandie Collette.

Or this?



ABOUT US ▾ PROGRAMMES ▾ RESOURCES ▾ STORIES ▾ GET INVOLVED ▾ WHAT'S ON ▾ NEWS [DONATE](#)



Your donation has just changed the life of a child with sight loss and other complex disabilities in Ireland.

The feeling of grass beneath your feet. The warmth of sunshine on your face. The excitement of a good book, or the confidence and pride that comes from learning to do something all for yourself. A laugh with friends and family..

Life's richest colours can't always be seen. They are felt with the human heart.

And today your generous heart brings a world of hope, joy, and promise to children and young people in Ireland who face big disabilities, scary diagnoses, and sometimes, life-limiting diseases, all while their sight is gone or slowly disappearing.

Because of you, special standers and walkers and therapy will help them to walk and reach and stand and do.

Because of you, tiny fingers will learn to feel for a book's bumpy braille dots. Superhero guide horses will nurture new strength.

Despite rare disorders. Despite daunting diagnoses. Despite sight loss.

And all because you believe a child's true potential can't always be seen – it must be felt with the human heart.

Shortly via email, we'll send an official record of your incredibly kind donation. But if you ever have questions or want to tour the work you support, ring us on 01 837 3635.

We'd love to hear from you.

Thank you.



Advanced level:

You want to...

Reflect shared values

Thank the giver, not “just”
the gift

Tell gratitude stories

Include affirmations

Elevate the actions

Email Auto-TY for year-end 2024

From: St. Helena Hospital Foundation

Subject: For the love of community, thank you for your generous donation!

Hello <First Name>,

Thank you so very much for your wonderful donation of <\$Amount> to support the work of St. Helena Hospital Foundation.

For your love of community... for supporting world-leading healthcare close to home... the generosity you've shown is already on its way to helping save lives

There is no way we can ever express just what your kindness means.

From the continued development of top-tier programs like Intensive Care, Cancer Care, and joint surgery, to mental health programs and North Bay's most advanced heart & vascular team, plus Mobile Health Team support and the latest state-of-the-art technology, it's your local philanthropy at the heart of St. Helena Hospital.

Below you'll find all the details of your caring donation. If you have any questions, or you'd like to receive a free subscription to *Inspired!* newsletter, contact us anytime at 707-963-6208 or email us at shhfoundation@ah.org.

Thank you, today and always, for your visionary support!
Yours in good health and gratitude,

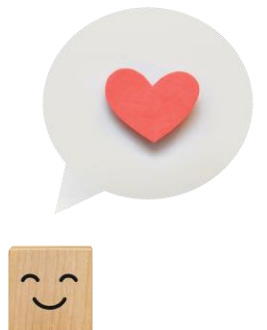
Glen Newhart
President & CEO
St. Helena Hospital Foundation

Your gift details:
Amount:
Payment Method:
Date:

St. Helena Hospital Foundation is a registered 501(c)(3) organization with tax ID# 20-1384250. Please save this receipt for your records, as it affirms that no goods or services were exchanged in return for your very kind donation, which may be deductible for income tax purposes. Thank you again for being the heart of St. Helena Hospital, we couldn't do this healing work without you.

And to **unlock the true power of gratitude**,
you don't have to wait for a thank-you letter
to thank.

**You can (and should!) thank often
and everywhere...**





III. NOT JUST FOR THANK-YOUS: MULTI-LEVEL GRATITUDE

**Warm.
Authentic.
Consistent.
Human.
Newsletters.**

How are your donations working? Let us count the ways —

Thank You for a Thousand Warm Welcomes

A safe place to rest, when before there was cold, hard pavement. A caring voice, where once there was no one. A 'how are you feeling?' and a hot meal, when all the other doors were closed. In 2017 at MQI, just a single year, these were some of the wonders worked by kind support like yours...



25,341

lunches for women and men who would have gone hungry



172

young people aged 18 to 25, supported on a path out of homelessness



19,368

sleeping mats rolled out at the Night Café Emergency Shelter



1,668

people turned to MQI for the first time – over a thousand warm welcomes!



148

pairs of weary feet given care and relief through MQI chiropody



419

homeless women and men helped by MQI's mental health team

Warm. Authentic. Consistent. Human. Newsletters.

better than Roderick Fontenette, MD, Medical Director of St. Helena Hospital's ICU – caring for some of the most acute patients in the state.

You'll meet Dr. Fontenette and learn about his expert ICU team in your enclosed newsletter, and you'll begin to understand the depth of just what your generosity means when lives are on the line.

It is this simple. St. Helena Hospital Foundation exists to support the hospital, and the extraordinary caregivers who call St. Helena Hospital their medical home. And we couldn't exist without you.

Every day you put best-in-class medical technology in their hands. Fund state-of-the-art facilities. Champion lifesaving work and research. Provide a path for world-leading physicians to have the resources they need.

In giving to the Foundation, you connect St. Helena Hospital to the lifeforce of this incredible, one-of-a-kind community nestled in the heart of Napa Valley.

ICU Medical Director Roderick Fontenette, MD – who's saved lives everywhere from Kuwait to UC Davis and Kettering – put it this way:

The reason we're able to deliver the level of care that we do is because we are supported by the Foundation. Our acuity is some of the highest I've seen, and we're here if you need us.

Here if you need us.

Not in danger of closing, but growing and building. Not losing staff, but adding – the best of the best, close-knit and caring. Not cutting back, but reaching out to serve and help others in our community.

You make it possible, through St. Helena Hospital Foundation, and each of us here is forever grateful. Thank you for your visionary support.

Wishing you the very best of health,

Words of Love from
Gaza, Page 3

Your Gifts of Change
Go Global, page 6



PLUS: What Girls Can Do,
page 4. And more >

**Warm.
Authentic.
Consistent.
Human.
Envelopes.**



**Warm.
Authentic.
Consistent.
Human.
Appeals and Replies.**

Foundation, I am who

☒ **YES, I'll be there for children like Caoimhe! Here is my**

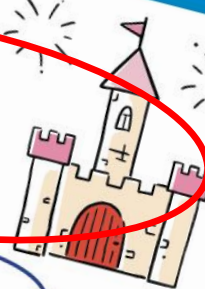
☐ <ASK1> ☐ <ASK2>


☐ <ASK3> ☐ <ASK4>

☐ **My own choice: ***

€500 is an amazing gift that can sponsor outreach
plus a full day at camp for a child like Caoimhe!

Thank you!





**Warm.
Authentic.
Consistent.
Human.
Phone calls.**



"Hi, this
is Jane
calling. I'm
on the all-
volunteer
board of XYZ
Charity and I
wanted to
call and
thank you..."

Research that included 1.95 million donors. For starters:

- New donors TY call w/in 90 days retained 41.24% of the time. Without a call? 33.01%.
- Increased AG of gift 2 by double
- Decreased time to second gift by 50 days (261 to 217 days)

Source: Bloomerang

<https://bloomerang.co/blog/actually-calling-donors-to-thank-them-does-make-them-more-likely-to-give-again-and-give-more/>.

Warm.
Authentic.
Consistent.
Human.
Everywhere.

Gratitude isn't an awkward obligation,
it's a superpower...for everyone.



To help someone shift their whole identity from feeling
hopeless and out of options, to a rich, full future where they
can live their best life...

... This is the greatest gift of all.

Really, everyone...



Wes Adams, MAPP • Following

CEO @ SV Consulting Group | Co-Author of 'Meaningful Work' – Availabl...

1mo • 



Great leaders share gratitude.

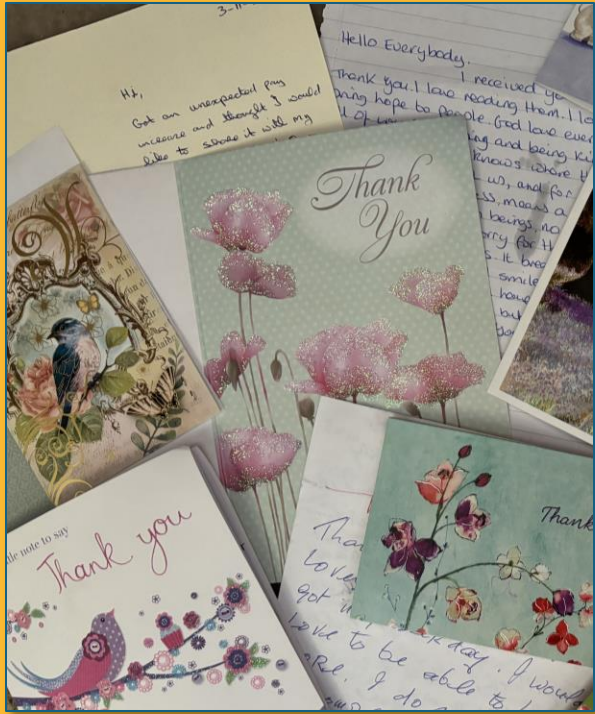
Research from [Gallup](#) and [Workhuman](#) found that one "thank you" once a week was enough to cut disengagement and burnout in half.

In the same study, less than 40% of people felt adequately recognized for their contributions.

A little gratitude goes a long way!

[#PositivePsychology](#) [#Gratitude](#) [#MeaningfulWork](#)

What happens when we get it right? Generosity everlasting...



“You’re always thanking donors – but as a donor, without your hard work and dedication my money is worth nothing.

It’s only money, you guys translate it into **love.”**

~ Fan mail from ‘Clara’, a real-life donor who has confirmed a legacy pledge in her will



T-H-A-N-K YOU

For your time today...

For your good work...

For caring about gratitude magic...

For changing the world.

Thank you for being you.

Go forth and thank with great heart!

Thank -ology

How to keep
your donors
longer, and
giving stronger,
through gratitude



LISA SARGENT
FOREWORD BY KEN BURNETT

Want to connect?

Web: www.lisasargent.com

LinkedIn: www.linkedin.com/in/lisasargent/

Newsletter: www.lisasargent.com/newsletter/



Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® WEBINAR

From Champions to Fundraisers:
Activating Boards, Honorees & Volunteers to Boost Event Revenue
A PANEL DISCUSSION

WEDNESDAY, JUNE 18, 2025

Darren Port
Powered by Professionals

Niya Nicholson
MOVE NYC

Deborah K. Wilson
Authors Guild Foundation

Nicole Engel
Harlem Grown

CFRE

onecause® WEBINAR

5 Ways Board Members Can Elevate Your Next Fundraising Event

WEDNESDAY, JULY 30, 2025

Jeff Middlesworth
CEO
Boardable

CFRE



Raise[®] 2025

Be Our Guest!

San Antonio, TX | September 8 & 9, 2025

ENTER PROMO CODE **WEBINAR25 FOR \$200 OFF**

www.onecause.com/raise



CELEBRATING

150

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank you!

Fundraising Software
to Raise and Reach More

onecause®

Full participation in *The Power of Gratitude: Unlocking the True Power of Thanking for Your Nonprofit* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



hello@onecause.com | onecause.com