



**Thank:**  
**Generosity Playbook**  
**Thank Plays**



It is time to complete the final stage of your Generosity Playbook. Let's insert some of the plays you want to run during the course of the year to insure everyone is appropriately thanked. Remember, this playbook is just a draft. It is a living document that you will continue to practice, refine, and optimize. The key is not to add more events, but season what you are already doing with thanks. If you have some gaps, then seek to fill the gap by refining a current event or create a better solution.

**Items to include in the Thank section of your Generosity Playbook:**

1. First Time Giver Thank You Letter
2. New Member Thank You Letter
3. Annual Giving Statement Letter
4. Digital Auto Thank You Replies
5. Key Giver Strategy Details
6. Include each type of giver in your plan from your work in the Develop section assignments.
7. Make sure that Thank is becoming a part of ongoing, cultural language with all leaders across the organization.