



Thank: Assessment



Give some thought to the questions below as a team. It may be best to do this as a small group that has a cross-section of different personalities. When it comes to personal thanks and appreciation, not everyone receives kind thoughts the same way. Thinking through the power of an appropriate thank you is an important next step in the Generosity Cycle.

1. How does it feel to give a gift to someone else?

Is it a different experience when you give the gift in person or through the mail?

What does it feel like to send a gift via the mail and never receive communication that it was received?

2. Why do you suppose so many parents train children to immediately say, "thank you," when they receive a gift?

3. Think back upon a time when you made a financial contribution to a nonprofit organization. How did they let you know they received the gift?

How did they express thanks?

Did they let you know how your gift would be used?

4. Given your responses to questions 1-3, how would you rate your church's practice of expressing thanks to its givers? Use the A-F grading scale, A-Excellent to F-Failure. Use the prompts below as guides.

- Do our people receive a word of appreciation from us when they give?
- Do our people receive an appreciative word multiple times a year?
- Do we affirm our people when they give and help them connect their gift to impact?
- When people give a designated gift to an area of passion, do they receive a word of affirmation from our team?
- What overall grade would our team receive when it comes to expressing personal and repeated words of appreciation to our givers?

5. Does your church send a letter to every first time giver thanking them for their initial gift?

6. Does your church communicate well with new members as they begin their giving journey?

Would you describe the communication process as more transactional or transformational?

How would the new member describe it?

7. Does your church send out annual giving statements accompanied by a letter of appreciation?

8. Make a list of the ways a regular giver may receive a word of thanks or appreciation throughout the year. How many different ways might a giver receive thanks over a 12-month period?

9. What are some ways your church actively thanks people for their investment of time and talents?

10. How many times might an active volunteer receive a personal e-mail, text, or note card expressing thanks?

11. In what areas of ministry are you good about expressing appreciation and in what areas can you seek improvement?

12. Does the Lead Pastor make personal expressions of thanks to the most generous givers?

13. What would it look like to set up an appreciation event, such as one you may experience at a local nonprofit organization?

14. What can we learn from how other nonprofit organizations care for their donors?

15. When we share appreciation, do we also connect the giver to the ministry impact of their gift?

16. What advice might a giver provide your leadership team on next step development in this ministry of appreciation?