



Repetition makes reputation and reputation makes customers.

Elizabeth Arden

This may well be our third *#smNPchat* centering around the topic of stewardship! It's simply **that** important.

How is your organization thanking donors? Do you have a formal stewardship system in place (check out this [Movie Monday](#)'s video on how one organization created theirs)? What daily habits do you have in place to thank donors - better yet, to WOW them? And [should a thank you letter ever include an ask?](#)

Following you'll find some of my own favorite resources. Share yours and we'll be sure to include them in this cheat sheet!

Resources

[Lifetime Donor Attraction System](#): A free eBook download

End-of-year appeals are out – [it's time to redo your thank you letters!](#)

[November's Nonprofit Blog Carnival](#) | The quintessential guide to giving thanks.

Tips and techniques from a wide variety of experts.

[SOFII's Thank You Letter Clinic](#): Stumped on an in memoriam letter? Wondering what you can do better? This SOFII showcase is one of the most-visited.

[The 10 essentials of an ideal thank you letter](#)

[Does Your Organization's Thank You Letter Suck?](#)

[Emily's List](#) says 'thank you'

[WOW your donors on autopilot](#)

[How to Craft a Killer Thank You Letter](#)

Donor Thank You Letters: [Ten Tips for Thanking Donors](#)

[Thank you doesn't need to be perfect](#)