



Gratitude Grows Giving: Relentless Relationship Building Worksheet

Presented by Mandy Cloninger, CFRE

1 Pareto Principle: Find Your 80/20 (or 90/10)

Identify the top 10–20% of donors responsible for most of your revenue. Focus retention and gratitude efforts here first.

Giving Level	# Donors	% of Total	% of Revenue	Stewardship Lead	Key Action
\$100,000+					
\$50,000–\$99,999					
\$25,000–\$49,999					
\$10,000–\$24,999					
\$5,000–\$9,999					
\$1,000–\$4,999					
\$500–\$999					

Where's your Pareto line? Circle your 80/20 or 90/10 cutoff.

2 The Relentless Relationship Routine

“Like Curry and Delle Donne at the free-throw line—consistency creates confidence.”

- Make 3 thank-you calls or notes each day
- Review your donor dashboard weekly
- Block 2 hours each week for stewardship only
- Share one donor story with your board each month

Relentless means: no abatement in intensity, consistency, or gratitude.

3 The Thank-You Sandwich (PB&J Style)

Slice	Example
Bread – Gratitude	“John, thank you so much for your generous \$1,000 gift...”
Peanut Butter – Purpose	“Your support helps serve 400 meals—an entire day of dignity.”
Jelly – Sweeten Engagement: Joy & Invitation	“We’d love to host you for a tour so you can see the impact firsthand!”
Bread – Close with Gratitude	“Thanks again, John—you’re truly part of our family.”

Call/Email Cheat Sheet:

- Best outcome: Personal connection or visit.
- Minimum: Heartfelt voicemail or note.
- Rule of 3: Phone → Email → Handwritten note.

4 Relentless Retention Metrics

Metric	2024	2025 Goal
# Donors		
Retention Rate		
Avg Gift		
% Top 10% Giving		
Board Thank-You Calls Made		

🟢 A 10% increase in retention = 50% more revenue.

5 Commitment Challenge

✳️ I commit to focusing on my top 20% of donors through consistent gratitude.

Signature: _____ Date: _____