



# Personal Thanks for Every Shared-Account Donor

A note to the field from InterVarsity's Alumni Relations Team

## Big news, and we think you'll be encouraged.

InterVarsity's Alumni Relations Team is expanding our thank-you program to the entire movement. It begins rolling out July 1, 2026, and will be fully in place across the movement by January 1, 2027. Every shared-account donor across InterVarsity will receive two personalized, handwritten thank-you postcards per year.

This is the national movement choosing to invest in MPD work on behalf of the field. Thanking shared-account donors reduces donor lapse by 50%, so consistent, personal gratitude keeps far more InterVarsity donors warmly committed to the ministry your shared accounts support. It is also good stewardship, and a critical step in caring for our relationships with the people who give. Every donor who stays is ministry sustained, and potentially more staff resourced.

And what do you need to do? Nothing. The Alumni Relations Team handles the list, the writing, and the sending. Just keep doing the great work you are already doing on campus.

The questions below cover the details.

## FREQUENTLY ASKED QUESTIONS

### ■ How many postcards will donors get, and how often?

Every shared-account donor will receive two personalized, handwritten thank-you postcards per year.

### ■ When does this start?

It begins rolling out July 1, 2026, and will be fully in place across the movement by January 1, 2027.

### ■ Whose donors does this thank?

This program thanks the donors to your shared accounts (chapter, campus, scholarship, and similar accounts). It does not touch the personal donors on your own support team. If you would like handwritten thank-yous for your personal donors as well, our team can provide that as a paid service.

## ■ **Why is the movement investing in this?**

Consistent, personal gratitude is one of the most effective and most overlooked stewardship practices in ministry fundraising. Donors who feel appreciated stay committed, but campus staff are stretched thin and shared-account donors often go unthanked simply for lack of time. The national movement has chosen to carry this on the field's behalf, so every donor to your shared accounts is thanked well, your ministry stays sustainably funded, and we can potentially resource more staff.

## ■ **Does it work?**

Yes. Personal thanks is one of the most reliable ways to keep a donor giving. When people see that their generosity was noticed and genuinely appreciated, they stay connected to the ministry, and many deepen their partnership over time. It is a small, human touch that pays off in lasting support for your campus.

## ■ **What will donors receive?**

An InterVarsity-branded postcard carrying a personalized, handwritten thank-you note, expressing gratitude for their gift to your account and the impact it makes on campus. It is gracious, warm, and personal, never a form letter.

## ■ **How are the postcards signed?**

The postcard is signed to represent InterVarsity and your campus ministry warmly, without speaking on behalf of your field staff. The exact sign-off is being finalized with field leadership.

## ■ **How did you get this list, and who is on it?**

The list is generated from InterVarsity's donor database (Salesforce) by the Alumni Relations Team, covering the donors who give to your shared accounts. Deceased donors, donors marked Do Not Contact, and International donors are excluded. We adhere exactly to what is in Salesforce.

## ■ **What accounts (GAUs) are included?**

Shared accounts: Chapter, Campus, Scholarship, Area, Region, Conference, and Field Special Purpose Escrow accounts. This service is not provided for Staff or NSC accounts, though our team will still write Staff thank-you notes for a fee. If you are unsure whether a specific account is covered, just ask the Alumni Relations Team.

## ■ **What should I say if a donor mentions the postcard?**

Keep it simple and warm, something like: "Yes! Our Alumni Relations team sends thank-you notes to our donors to make sure your generosity is appreciated. Did you get one? It means a lot that you partner with us." You do not need every answer; you can always point them to the Alumni Relations Team.

- **How does a donor opt out, or how do I take a name off the list?**

You are always welcome, together with your supervisor, to mark a donor as "Do Not Contact" in Salesforce. That is the best method for opting a donor out of national communication, and we adhere exactly to what is in Salesforce. We are not able to build custom lists for the many shared accounts across InterVarsity, but any donor marked "Do Not Contact" in Salesforce will be excluded.

- **Can I still thank donors myself?**

Absolutely, please do. This is a floor, not a ceiling. A personal note or call from you, on top of ours, only deepens the relationship. Our postcards make sure no one falls through the cracks; yours make it personal.

- **Who do I contact with questions?**

Reach out to the Alumni Relations Team.