

Subject: Your Thank-You Process Is Either Building Loyalty or Quietly Killing It
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Weekly Tip - June 8, 2026
Gratitude isn't administrative — it's pastoral.
And it may be your most underrated development strategy.

Good Morning Ministry Leaders ,

Many organizations unintentionally communicate this message:

"We were excited to hear from you...until your gift cleared."

Ouch.

A great thank-you process is not administrative. It is **pastoral**.

Gratitude deepens partnership.

Every thank-you should answer two questions:

Did my gift matter?
Am I genuinely valued?

Warmth matters. Speed matters. Specificity matters.

And personal touches matter even more.

A handwritten note. A quick text. A phone call. A brief video message.
These simple acts often create stronger long-term loyalty than any other solicitation ever could.

Remember — people tend to repeat experiences that make them feel appreciated.

P.S. This week, choose five partners and thank them personally in a way you normally would not. Don't underestimate the spiritual and relational power of genuine gratitude.

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