

Donation Request Tracker

One sheet for every request your group sends - the columns that matter, the status words to use, a follow-up rule that keeps you organized rather than pushy, and blank logs for requests, arrivals, and thank-yous.

Planners & Worksheets · ultimatedonations.org/resources/donation-request-tracker

Every group loses donations the same way. Not by asking badly, but by losing track: nobody remembers whether the hardware store was asked, two volunteers approach the same manager in the same week, a yes arrives by email and is never collected, and a company that gave generously is never thanked. None of that is an asking problem. It is a record-keeping problem, and one sheet fixes it.

This tracker is that sheet. It sets out the columns worth keeping, the status words that make a glance enough, the follow-up rule, and blank logs you can copy - for requests, for arrivals, and for thank-yous. Use it beside the [donation request letter workbook](#) for the wording and the [donation request timeline planner](#) for when to send, and browse the rest of the library at [free fundraising resources](#).

The columns that matter

Resist adding more. A tracker nobody fills in is worse than no tracker, and every extra column is a reason to skip a row.

Column	What goes in it	Why it earns its place
Company	The company, and the specific location if it is a chain	A chain's local store and its corporate program are different asks with different answers.
Contact	Name, role, and how you reached them	The next person to pick this up should not have to rediscover who to talk to.
Date sent	The day the request actually went out	This is the column the follow-up date is calculated from. Without it, "have we heard back?" has no answer.
Asked for	The one specific item you named	An ask you cannot recall is an ask you cannot follow up on, and a yes you cannot match to a request arrives as a mystery.
Sent how	Form, email, letter, or in person	Programs answer differently by channel, and it tells the next volunteer where to look for a reply.
Status	One of the words below	The whole point of the sheet is that a glance down this column tells you where the campaign stands.

Column	What goes in it	Why it earns its place
Follow-up date	The day one polite reminder is due	Written down, it happens. Held in someone's head, it happens twice or never.
Answer	Yes, no, or what they offered instead	A no is information. It stops the next volunteer re-asking and shapes next year's list.
In hand	Whether the item is physically with you	The only column that matters on event day, and the one groups most often leave out.
Thanked	Whether the written thank-you has gone	Unticked rows here are next year's cold list instead of next year's warm one.

Use these status words, and only these

The value of a status column comes from everyone using the same words. Five are enough.

- **Not sent.** On the list, not yet asked. Everything starts here.
- **Sent.** The request has gone, and the follow-up date is set.
- **Followed up.** The one reminder has gone. Nothing further is due from you.
- **Yes.** They committed. Now the "in hand" column is the live question.
- **No.** They declined, or the program does not serve groups like yours. Record it and stop.

Two words deliberately missing: "maybe" and "waiting". Both mean "sent", and both let a row sit untouched for a month because nobody is sure whose turn it is.

The follow-up rule

One reminder, after a couple of weeks of silence, and then you stop. That is the whole rule.

It works because the person reading your request is usually a coordinator working through a stack of them. A single polite follow-up moves you back to the top of the pile. A second one makes you the request they remember for the wrong reason. Historically, programs in our directory most often listed lead times between two weeks and 60 days, with six weeks the single most common stated window - so a silence of a couple of weeks is normal, not a rejection.

Set the follow-up date when you log the send, not when you notice the silence. That single habit is the difference between a tracker and a list.

The request log

One row per request. Copy as many rows as you need.

Company	Contact	Date sent	Asked for	Sent how	Status	Follow-up date	Answer	In hand	Thanked

The arrivals log

A yes is not a donation until the item is with you. Keep arrivals separate from requests: the questions are different, and mixing them is how a committed item goes missing between the email and the event.

Item	From	Promised by	Arriving how	Received on	Received by	Stored where

Two columns pull their weight here. **Arriving how** decides whether someone has to drive somewhere. **Stored where** is what stops the search on event morning.

The thank-you log

Thank everyone who answered, including the companies that said no. The list you build this year is the warm list you start from next year, and a declining company is one you can approach again without re-introducing yourself.

Company	What they gave	Thanked on	How	Recognition promised	Recognition delivered

Only promise recognition you will actually deliver, and tick the last column when you have. The [donor thank-you kit](#) has the wording for each of these.

Working with more than one volunteer

The moment two people are sending requests, three rules stop the collisions.

1. **One sheet, shared.** Not a copy each. The whole failure this prevents is two people working from different versions of the truth.
2. **Claim a row before you send.** Put your name in the contact column when you take a company, not after you have written the letter.
3. **Review it together once a week.** Ten minutes on the rows whose follow-up date has passed, and nothing else. That meeting is short by design.

Before adding a company to the sheet at all, look it up in the [donor directory](#) - we track 4,000+ companies, and each page describes what that program has historically offered and where to check its current status. A row for a program that has never given the thing you want is a row that was always going to end in "no".

Common questions

What should you track when requesting donations?

Company, date sent, who you sent it to, the specific item you asked for, the status, the follow-up date, and whether the item is physically in hand. Everything else is optional; those seven columns answer every question a committee asks.

How do you follow up on a donation request without being pushy?

Once, politely, after a couple of weeks of silence, and only where the program has not already said no. One reminder reads as organized. A second reads as pressure to the coordinator working through a stack of requests like yours.

Do you need a spreadsheet, or is a notebook enough?

Either works for a handful of asks. A shared sheet earns its place the moment more than one person is sending requests, because the failure it prevents - two volunteers asking the same manager in the same week - is the one that costs a group its credibility.