

8 WAYS

to go beyond the

THANK

You

L·E·T·T·E·R

1 HOLIDAY CARDS

Christmas cards are great, but how about sending your donor cards on other holidays? Send out a valentine to let them know you're sweet on them!



2 VIDEOS

Film a thank-you video showcasing the work donations have accomplished. Be sure to feature clients who have benefited from donors' generosity! This can be a quick 15-second Instagram video or a longer format video for YouTube.

3 APPRECIATION EVENTS

Everyone loves free food and drinks! Host a donor appreciation reception! It could be as simple as coffee and a treat. You're missing a real opportunity if you don't host a "We love our dough-nors!" event with doughnuts and coffee!



4 BIRTHDAYS

Help your donors celebrate the glorious day they were born by sending out a birthday card! Don't ask for a gift on their big day — just thank them!

5 SOCIAL MEDIA

Give your donors shout-outs on social media! You could create a hashtag and post pictures of employees, clients, or board members holding a thank-you sign.



6 SPECIAL ANNOUNCEMENTS

If you've got some exciting news to share, release a special announcement video, newsletter, etc. that highlights how donors made the exciting event possible!

7 CALL THEM

It's an easy way to brighten a donor's day! That extra bit of personal attention could be what converts a one-time donor to a recurring donor.



8 DONOR-VERSARIES

Celebrate donor-versaries! Has a donor been giving to your organization for a year...five...ten? Thank them by acknowledging their continued support!