

THANK YOUR DONORS

TIPS FOR SAYING “THANK YOU!”

However small the gesture, a thoughtful thank you helps show your donors that their impact is meaningful and appreciated.

1. Send a Handwritten Thank You Note

Taking the time to write down why you appreciate your donors conveys thoughtfulness.

2. Tag Them in your Social Media Post

Show gratitude to your donors by tagging them in a social media post. By doing so, you are allowing them to be seen by their friends and receive public recognition.

3. Broadcast your Appreciation

Show your donors how their contributions are directly impacting your cause. Consider creating a Facebook Live video to broadcast your appreciation.

4. Make Special Donor Gifts

Use your skills to make a gift as a way to show your gratitude. Consider hand making holiday wreaths, knitting scarves, or brainstorm unique donor gift ideas.

5. Pay it Forward

When your supporters have a cause they are fundraising for, offer your help. Even if you can't donate to their cause, you can still offer to volunteer, to help with their campaign, and share their fundraiser with your social network.

6. Spotlight a Donor

If you have a personal website or blog, consider writing a profile on some of your donors. This simple act of kindness serves as an opportunity to get to know some of your supporters more personally.

7. Send Postcards

Pick a few fun postcards, or use some of your fundraising photos to create your own, and write a heartfelt thank you message on the back of each before mailing it off to your donors.