



**Solutions in
Philanthropy and
Communications**

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20 Creative Ways to Thank You Donors

- 1.** Thank your donors within 48 hours of receiving a donation and make sure the acknowledgement is personalized (for more details, see that Thank You Letter Checklist).
- 2.** Ask your Board members to make thank you calls to some of your donors to thank them personally. You could also use another person from your organization, such as a doctor, counsellor, volunteer, etc.
- 3.** Invite your donors for a tour of your facilities to thank them in person and so they can learn more about your cause.
- 4.** Thank your donors on your web site or on your social media pages.*
- 5.** Send them a message highlighting the impact of their donation on service users from your organization and include a picture if possible.
- 6.** Insert a profile on one of your donors in your annual report and talk about the reasons why they chose to support your cause.*
- 7.** Send a thank you video with messages from volunteers, counsellors, doctors, service users or any person impacted by the donation.
- 8.** Instead of a fundraising activity, organize an informal and simple recognition event (Meet & Greet, picnic, barbecue, etc.).
- 9.** Send a thank you message in a card and handwrite the message (for recurring gifts, birthdays, holiday greetings, etc.).
- 10.** Send an anniversary message one year after a donor has made their first donation.
- 11.** After a specific project, a capital campaign, or at the start of a new year, create and send a photo album to donors, visually demonstrating the concrete impact of their donations.
- 12.** Send an impact report with photos, specific results and testimonials.



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- 13.** Include the profile of one of your donors in each issue of your newsletter.*
- 14.** Develop partnerships with media to obtain a sponsorship or reduced rates for thank you ads.*
- 15.** Hand deliver thank you letters and receipts to donors.
- 16.** Develop a recognition system that provides visibility, either for donors, patients, loved ones, etc. Careful : this type of recognition isn't relevant for all organizations and donors.*
- 17.** Offer the opportunity for donors to be engaged as volunteers with your cause, but do it in a unique way.
- 18.** Invite your donors to a conference, a training session or any activity that will allow them to participate and learn more about the cause they support.
- 19.** Invite your donors to your annual general meeting and include a presentation on the impact of donations. You could even ask service users to provide testimonials on the personal impact the donations have had for them.
- 20.** Invite a donor to drop by for a coffee, simply to say thank you and to learn about his or her motivations for giving to your cause.

***If the acknowledgement is done publicly (annual report, web sites, social media, ads, etc.), it is very important to obtain the donor's permission before publishing information concerning them.**