



# DONOR APPRECIATION & STEWARDSHIP IDEAS

- Best practice suggestion is for the thank you effort to be timely and made within 48 hours of receiving the year-end gift.
- The stewardship/thank you plan can target all donors or can be organized into donor segments based on new or renewal gifts or various gift amounts.
- The thank you message should be meaningful, sincere and reference the impact of the donor’s gift to the organization.

The list below contains a variety of ways to show appreciation to donors supporting the organization’s Year-End Campaign. Review the suggestions and discuss with your year-end campaign team. Develop a thank you/stewardship plan that will be both achievable for the organization and meaningful for donors.

## SUGGESTIONS

- Personal thank you note or call from any of the below:
  - Board members
  - Client(s)
  - Key volunteers
  - Founder, CEO, Executive Director
  - Company/individual making matching gift (if appropriate)
- Publish list of year-end campaign donors
  - Newspaper
  - Newsletter
  - Website
  - Social media
  - Annual report
- Create a general thank you letter effort from any of the below with a personal signature
  - Board chair
  - Executive director
  - CEO/other
- Invitation to upcoming organization event/ gathering
- Coffee meet-up with organization leadership (board and/or staff)
- Token of appreciation/gift
- Agency thank you picture/notecard signed by board officers
- Virtual “shout out” on social media and/or website
- Thank you call to gather thoughts/suggestions
- Happy New Year note card
- Other: .....
- Other: .....
- Other: .....
- Other: .....
- Other: .....
- Other: .....

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