



Beyond the Written Thank

Ready to go above and beyond with your thank yous? Here are nine more ways to show your donors some love:

- Send a birthday card to donors, and remind them that they are important to the work your organization accomplishes.
- Have your board members personally call donors to say thanks.
- Ask those who directly benefit from donations to write a handwritten note of thanks. Animal organizations could try letting their clients express their thanks to donors with a [special piece of artwork](#).
- Create a YouTube video to thank donors when you reach a campaign goal. Great examples of this are [Charity: Water's fifth birthday thank you videos](#).
- Have some exciting news to share? Send a special announcement to donors with images and a big, bold note to thank them for making the accomplishment possible.
- Invite donors to a thank you reception. You'll show your appreciation and get face time with your donors, giving you the opportunity to learn more about why they support your organization.
- Many organizations send thank you cards and year-end appeals during the November/December holiday season. Don't overlook [other holidays](#) as occasions to express your love and thanks.
- Dedicate social media shout-outs to thank and recognize donors.
- Send donors a top 10 list of accomplishments for the year to demonstrate how donations make an impact—and then make it clear that without their support, you wouldn't have a top 10 list.