

Sample Donor Touch Points

Here are some creative ways that you can reach out to your donors to keep in touch, express gratitude and stay top of mind:

- Staff update calls (donors that receive an update call from a staff member a few months after their donation give 41% more (on average) the next time they give)ⁱ
- Unique impact postcard
- One question email survey (e.g. "What program do you care about the most?")
- Happy Birthday email (not a facebook message, they get tons of those)
- Annual report postcard (not a thick book with an honor roll of donors, 75% of charities no longer do them & donors don't care about them)
- Invitation to (free) events (e.g. thank you reception)
- Invite for a tour or observation opportunity (especially if it's a behind the scenes tour that isn't offered to everyone)
- Email impact updates ("Your Support In Action" – send one story at a time, change the newsletter format, your donors don't have time to read it)
- Personal thank you video (with impact happening in the background - recorded on your phone & most effectively delivered via text message)
- Send another hand written note (they can never receive too many)
- Get your executive director or board chair to say "thank you" (via hand written note / phone call / video / etc.)
- On #GivingTuesday reach out to say "thank you" instead of asking like every other charity in town
- An invitation to an intimate event in a board member's home with the organization's top staffers
- A thank you letter written by a recipient of your organization's work (a scan is fine, perhaps with a "Thought you might like to see this ..." scrawled on the top)
- Artwork produced by recipients of your services (especially kids)
- An invitation to an educational opportunity (like a speaker) that matches your mission
- A quick (personal ... not mass) email with a link to a news feature on the organization ("As one of our most loyal supporters, we thought you might like to see this ...")
- Offering the use of the organization's office / event space (if you have it) for free or at a discount
- Public recognition for their support (assuming they want it)
- Invite them to a town hall conference call with the CEO & senior staff about upcoming organizational initiatives

- Offer to profile them and their reasons for supporting the organization in your newsletter or on your website
- Mail an actual printed glossy photo with a post-it note saying (“I thought you might like to see what you made happen last week ...”)
- For event sponsors, a photo book with some shots from the event (including a few of them and their guests enjoying it – these are prized gifts that are often displayed in company lobbies for years)
- Let a different voice say thank you (if it's someone fictional, like a mascot that's even better)
- And the one that will have the most impact of all ... reach out and schedule update visit (“I’d love to stop by for 20 minutes and share some recent successes that your support has made possible.”)

And here’s a few things that you shouldn’t do:

- Don’t send a tchotchke, freebie, thank you gift (or whatever you want to call it) – it lowers their next donation by 46%
- Don’t send a picture of you accepting or giving a jumbo check (it's not about the money, it’s about the impact)
- Don’t ask for anything ... NO THASKING ... I can’t repeat this enough (even soft asks placing contribution envelopes in newsletters or asking them to volunteer can sometimes mess up this entire process)