

# Sample Donor Touch Points

- Gift acknowledgment (legally required)
- Impact letter
- Board thank you calls
- Staff update calls
- Unique impact postcard
- Ask for feedback (email / call / survey)
- Birthday email (not facebook message)
- Annual report postcard (no honor roll of donors)
- Invitation to (free) events
- Invitation for a tour or observation opportunity
- eBlast impact updates (“Your Support In Action”)
- Personal thank you video (with impact happening in the background - recorded on your phone)
- Handwritten notes
- Get your ED to say "thank you." (hand written / phone / personal video)
- Offer volunteer opportunities
- Thank them on #THANKSGivingTuesday
- Invite them to a donor thank you BBQ

*And the most effective ...*

- Visit them in person with an update (and don't ask for anything)