



Quick and Simple Ways to Show Donor Appreciation



Send an email with a video

Incorporate a video message of thanks into an email to your donors expressing your appreciation for their support. You can record a video and link to it from your email or even embed the video directly in the email. Check out these Donor Appreciation Email Templates for more ideas!



Send donor appreciation emails that don't include a direct ask.

Say thanks without including another direct ask! This doesn't mean you can't ask for anything when you thank your donors, but you should be inviting them to learn more, volunteer, or become an advocate rather than give another donation. Nothing undermines your thank-you message like another direct ask.



Celebrate your donors with a virtual or hybrid get-together

Who doesn't like a good party? A party celebrating your donors is even better. Plan a virtual or hybrid get-together to say thank you to donors who've stepped up to support your mission.



Send a care package

If it's in your budget, send your donors a care package to let them know you appreciate all they do for you. You can include branded items, t-shirts, or even local treats your donors are sure to appreciate.



Give them a call

Make a personal connection with donors and thank them over the phone. It's a great way to make donors feel seen and appreciated. Get a group of volunteers together to divide and conquer your donor contact lists to thank all your most recent donors.



Donation Forms



Text Fundraising



Data/Integrations



Peer-to-Peer



Auctions



Event Registration



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