



CREATIVE THANK YOUs

RESOURCE GUIDE

*How Channeling an Attitude of Gratitude
Can Super-Charge Fundraising Success!*

**Websites, Blogs, Tools, Articles, Research
Papers and Videos of Interest**

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BLOGS AND WEBSITES

Clairification (My blog)

Suggested articles:

[Are You Treating Your Donors Like Gumballs?](#)

[7 Ways to Build Rapport with Donors Using Creative Thank You's](#)

[THANKS\(for\)GIVING: 8 Mistakes Nonprofits Make When Thanking Donors](#)

[The 'Breakfast in Bed' Theory of Nonprofit Social Media and Fundraising](#)

[How To Get Rid of Apathetic Donors to Your Nonprofit](#)

[What Would Miss Manners Say? Thank You](#)

[Show Me That You Know Me*: 5 Things You Must Do To Sustain Donor Relationships](#)

[Don't Blow Your Post-Holiday Opportunity to Thank Your Nonprofit Supporters](#)

About.com Nonprofit Charitable Orgs Blog, Joanne Fritz

Suggested articles:

[Donors and Volunteers Love a Handwritten Thank You](#)

[Ten Tips for Donor Thank You Letters](#)

[Examples of Email Thank You Letters](#)

[A Receipt Is Not a Thank You: Online Donors vs. Online Buyers](#)

[The Art of Recognizing and Thanking Your Donors](#), guest post by Terry Axelrod

[Four Outside the Box Thank Yous that Charmed Donors](#)

Beth's Blog, Beth Kanter (Specializes in nonprofit social media)

Suggested article:

[Charity:Water Sends Personal Video Thank Yous](#)

Chronicle of Philanthropy

Suggested article:

[How to Make Great Thank You Videos](#)

Creating the Future Blog, Resourcing & Philanthropy

[The Sound a Thank You Makes](#), Hildy Gottlieb (pure inspiration)

Happier Human Blog, Amit Amin (Not a fundraising or marketing blog, but interesting nonetheless)

Suggested article:

[The 31 Benefits of Gratitude You Didn't Know About: How Gratitude Can Change Your Life](#)

Harvard Gazette, Harvard Science

Suggested article:

[The Power of Thanks](#), Chuck Leddy (outlines ripple effects of gratitude).

[Ken Burnett Blogs](#), Ken Burnett

Suggested article:

[Now, say thank you nicely](#), Ken Burnett

[Kivi's Nonprofit Marketing Guide](#), Kivi Leroux Miller

Suggested articles:

[Nine Clever Ways to Thank Your Donors](#)

[The Formula for Powerful Nonprofit Thank You](#)

[Barth Syndrome Foundation Thank You Letter: Before and After](#)

[Turning Lame Letters into Donor Delight](#) guest post by Erica Mills

[Lisa Sargent Communications](#), Lisa Sargent

Suggested articles:

[How To Write a Better Donation Thank You](#), Includes a Checklist

[How to Write Thank You Emails That Inspire](#), Slideshare, Lisa Sargent

[New York Times](#)

Suggested article:

[A Serving of Gratitude Brings Healthy Dividends](#)

[Pamela Grow](#)

Suggested article:

[Anatomy of a Successful Thank You Letter](#), Pamela Grow

[SOFII](#) (Showcase of fundraising inspiration and innovation)

Suggested article:

[Operation Smile special 'thank-a-thon'](#)

[The Thank You Letter Clinic](#), Lisa Sargent

[The Good Steward](#), Dan Blakemore

Suggested article:

[3 Simple & Impactful Ways to Thank \(and Steward\) Your Donors](#)

RESEARCH/PAPERS

[2011 donorCentrics™ Internet and Multichannel Giving Benchmark's Report](#), Target Analytics, a Blackbaud company; by Helen Flannery and Rob Harris (particularly of interest is data about donor retention rates through different giving channels and characteristics of online donors).

[Growing Philanthropy in the United States](#), Adrian Sargeant and Jen Shang

[Donor Retention and Loyalty](#), by StudyFundraising.org, Professor Adrian Sargeant and Professor Jen Shang

[APA Psycnet Study](#), Explaining why gratitude expressions motivate pro-social behavior. Grant, Adam M.; Gino, Francesca

BOOKS

[Attitudes of Gratitude](#) 10th Anniversary Ed.: How to Give and Receive Joy Every Day of Your Life M.J. Ryan
[Donor-Centered Fundraising](#), Penelope Burk (no nonprofit guide dealing with donor acknowledgment would be complete without this groundbreaking book; it changed my entire approach to fundraising – read it!)
[Thanks!: How Practicing Gratitude Can Make You Happier](#), Robert Emmons
[Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value](#), 2011 Adrienne Sargeant and Elaine Jay
[Keep Your Donors: The Guide to Better Communications & Stronger Relationships](#), 2007, Tom Ahern and Simone Joyaux (includes sample of a D-I-Y welcome kit you can create from existing materials).
[Relationship Fundraising: A Donor Based Approach to the Business of Raising Money](#), 2002, Ken Burnett
[Tiny Essentials of Donor Loyalty](#), 2010, Adrian Sargeant.

ADDITIONAL RESOURCES and TOOLS

Thank you video examples:

[The Archie Bray Foundation](#)

[ASPCA](#) (used a professional video team)

[Carleton University](#) (professionally edited, but under 1 minute)

[Charity Water](#) (this one is awesome)

[Entire series of personalized videos on You Tube from Charity:](#)

[Water](#)

[Doctors Without Borders/Médecins Sans Frontières's](#) (simple and inexpensive)

[Goodwill of Delaware County](#) (video made to thank employees)

[Johns Hopkins University](#) (this one is a bit more pricey than others)

[Minnesota Public Radio](#) (followed by three other 'favorite nonprofit thank you videos' from Network for Good)

[Nature Conservancy](#) (simple and beautiful)

[Operation Smile](#) (staff filmed on hand cams and mobile phones; used a professional editor)

Miscellaneous inspiring video examples:

[What is Love/Generosity Day](#) How about creating a similar Valentine for your supporters to share the love they give?

[Generosity Day](#)

Other resources:

[Clairification Gratitude - Nonprofits Say Thanks Pinterest Board](#) My own collection of creative videos and ideas from other nonprofits.

[Vsnap](#) is a tool that allows you to record a video message with a maximum length of 60 seconds to send [personalized videos](#) on Twitter. It's really cool. If someone gives to you can thank them 'live.'

[Quozio](#) turns meaningful words into beautiful images in seconds. Inspirational quotes or any text -- then share on Facebook, Pinterest, email and more. Free and easy. You can even use this to share excerpts of client thank you letters. I love this tool!

[SimplyPostcards](#), [Shutterfly](#) and [Cards app for iPhone](#) – all tools to make thank you postcards to send a subset of donors.

Sample Donor Acknowledgement Policies and Procedures

Here are some examples you may wish to review just to get an idea what these types of guidelines may look like:

[Association of Advancement Services Professionals](#)

[AFP: Developing Fundraising Policies and Procedures](#)

and, finally, don't miss

[November 2011 Nonprofit Blog Carnival - The Quintessential Guide to Giving Thanks](#) with links to other blog articles and resources

[March 2013 Nonprofit Blog Carnival -16 experts tell you how to keep your donors wanting to come back](#)

If you found this helpful:

- ◆ You may be interested in my complete [How to Cultivate an Attitude of Gratitude and Keep Your Donors](#) special guide from which these resources are excerpted. It includes additional guidance about donor acknowledgment policies and procedures, sample thank you letter and email thank you templates, new donor welcome protocol and welcome package and much more to assure you retain your donors and raise more money each year. See more [here](#).
- ◆ If you're interested in getting started on Pinterest – which I happen to think can be a fabulous way to WOW your supporters as well as engage new prospects – check out my [Pinterest 'Hop on the Boards' E-Book](#).

