



## CHARITABLE GIVING KC

Connecting Hearts & Minds

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# Connecting Hearts and Minds

In our Connecting Hearts and Minds emails we share articles and resources with you that we think will enhance your nonprofit knowledge database and give you ideas for your own nonprofit work based on our experience.

In our last edition of "Connecting Hearts and Minds" we started the discussion about whether or not your organization is taking the right steps to modernize your donor outreach. As we noted, modernization and the movement to donor relationship management in the digital world has become more important than ever before since COVID-19. One of the tips mentioned how crucial the "personal touch" can be in connecting with your donors. One of the ways to add a personal touch is to make sure you are thanking your donors in a way that brings them closer to your organization. What are some of the creative ways we can do this? Thankfully we have several suggestions for you!

### **Tip #1: Create a welcome packet**

Create a welcome packet for donors the first time they donate. This can include information about the great work you are doing, events and opportunities for your organization and just a general heartfelt welcome to let them know all the good their donation does for your organization.

### **Tip #2: Birthday, Anniversary and Donor Anniversary Cards**

This is probably one of the BEST tips you can use to bring your donors closer to your organization. While sending an email is a less expensive option, if possible, send these via a card through snail mail. Everyone likes to receive mail, especially these days when most things are done virtually. Special props if you actually include a little handwritten note from your team. You can simply do this on the individual's birthday, anniversary, OR do it on their DONOR anniversary if you don't have the other information available to you. It's a nice touch that shows the extra effort on the part of your organization to connect.

### **Tip #3: Social Media Shout Outs and Donor Profiles**

If you have a newsletter or email that goes out at regular intervals, consider doing a donor profile each month that includes a photo and a short snippet (or even a short video if possible) about why that particular donor gives to your organization and the impact they see themselves making with their donation. You can also do this through social media and highlight a person each month on your social media sites. Be sure to tag the person you are profiling if they have their own social media sites so their friends and family see it and comment! This will help spread your organization's reach on social media. People like to hear about others like themselves and why they enjoy supporting your organization so much. That is also why it is so important to profile the impact of some of the amazing work your organization does on social media, people want to know how their money makes an impact.

### **Tip #4: Personal Thank You Videos or Hand Written Notes**

Personal hand written notes are ALWAYS appreciated because, again, it shows the extra effort and appreciation the organization takes with every donor. Sending a voice or video message, either through email or text message, is an even better way to send a more personalized thank you because they can see your face and/or hear your voice and your genuine gratitude. That way they see you as more than just a title or a name and as the

actual person behind the thank you.

### **Tip #5: Donor Appreciation Event or Meet the Team Event**

Give your donors an opportunity to meet one another and also meet your team by having a donor appreciation event or a meet the team event. It would be wise to consider inviting prospective donors to this event as well so they can interact with others who give to your organization. You should also invite a small group of people who are direct beneficiaries of your organization so they can mingle among the donors at the event. Again, this allows donors to see their impact in person! This event could focus on your larger donors or on everyone! It can be as big or as small as you like and as easy as having an ice cream social at the office and inviting donors to stop by and meet your team or see your new office space or project in the works. Again, this just goes toward letting your donors see the faces behind the giving.

**Up Next?** Stay tuned for our next *Connecting Hearts and Minds* article on how conduct a social media audit for your organization so your social media engages and delights those who visit it!

#### Sources

<sup>1</sup> "Top 50+ Social Media Quotes," PLC, 2021.

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**For additional ideas about this topic check out the resource below:**

["10 Creative Ways to Thank Donors," \*Network for Good\*, 2021](#)

["15 Creative Ways to Thank Nonprofit Donors," \*Classy Fundraising Solutions\*, 2021](#)

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### **Quote of the Week**

"Social media is not a media. The key is to listen, engage, and build relationships."<sup>1</sup>

*David Alston*

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