

HOW TO SAY THANK YOU

- What do you currently do to thank and recognise your supporters and donors?
- Do you have a series of different levels of 'thank you' and recognition dependent on the size of gift?
- Which of your current practices do you think are most effective and why?

SOME IDEAS

- Telephone and face to face
- Personal letter
- Naming opportunities
- Supporter/friend only events
- Special lectures, talks, visits by experts
- Tours, guided walks, 'behind the scenes visits'
- Priority/discount tickets to events, performances, special exhibits
- Access at non-public hours
- Facility rental/discounts
- Supporter only section on the web-site
- Special publications, newsletters
- Profiles of 'people who make a difference' on the website and in your newsletter
- Involvement in programmes – volunteer opportunities
- Reciprocal arrangements with other organisations
- Certificates
- Lunches, dinners, receptions and other celebrations
- Nomination of individuals to awards bodies
- Supporter directory
- Logo merchandise/discounts on cause related products