



Steal These Donor Communications



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***Important Note:** Some campaign ideas shared in the Donor Communications Calendar Webinar are not listed in the guide below in order to protect donor privacy. If you have questions on these campaigns, email consulting@thankview.com.

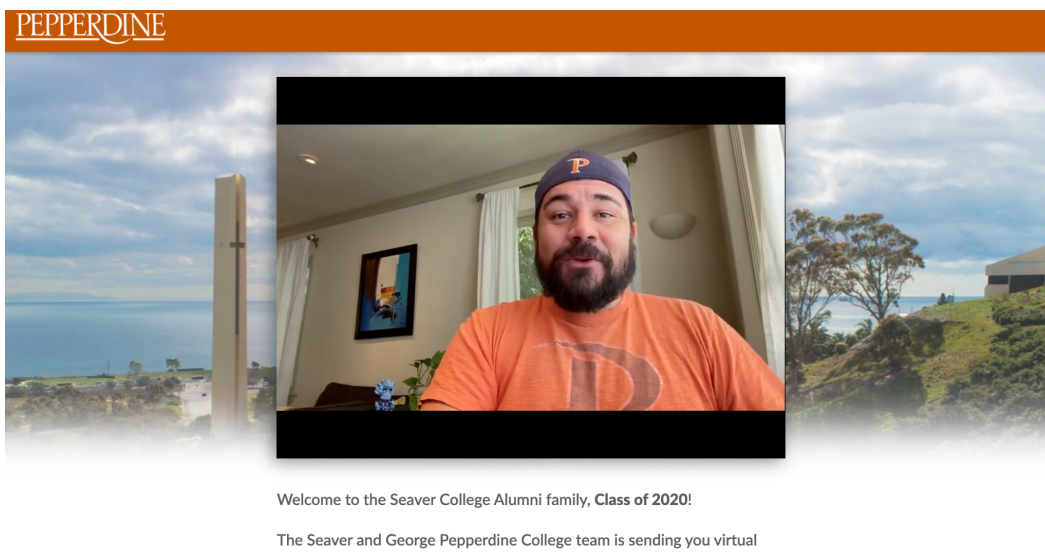
01. Making the Mundane Magical

Your donor communications calendar has touchpoints throughout the year that are set in stone– like #GivingTuesday. Others are pieces sent at various times throughout the year. These can be, but are certainly not limited to:

- Sending gift receipts
- Updating alumni contact information
- Monthly newsletters

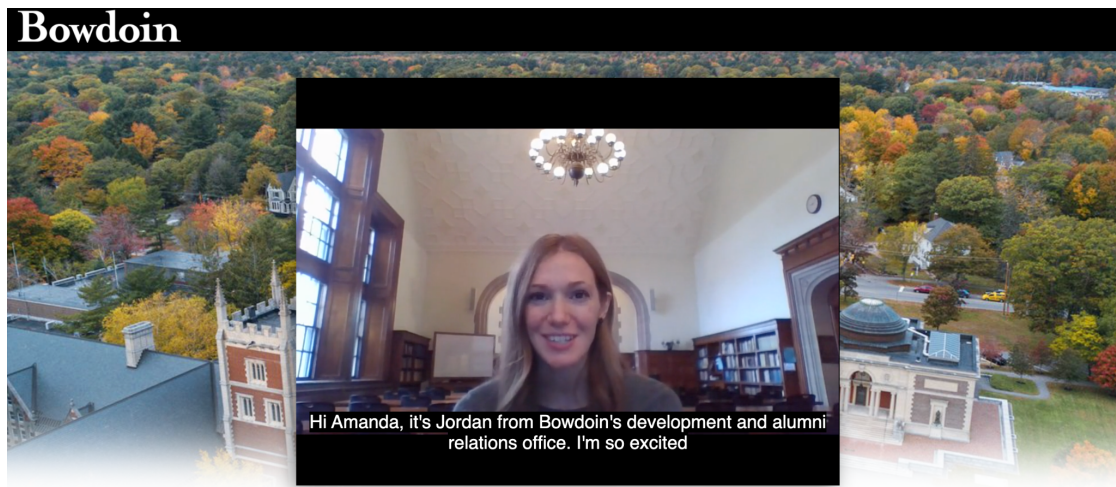
Making the mundane *magical* requires critically thinking about reaching your supporters where they are at. Let's take a look at two great examples!

First, Pepperdine University contacted recent graduates– not with an ask, but with a request to update their contact information, to stay connected through events, and (of course) to congratulate them on their accomplishments at Pepperdine. Check out [their congrats video](#)!



Second, let's take a look at how [Bowdoin College](#) delighted its donors with congrats on their new positions or promotions.

[Career Moves](#) made the process of finding these alumni and their promotions seamless.



Hi Mr. & Mrs.,

Congratulations on your new role! It's exciting to see Bowdoin alumni across the globe doing so many amazing things.

Finding magical ways to connect with your supporters will look different depending on your organization and mission, but we encourage you to look at the lulls or spaces in your calendar to fill with a new, exciting communication piece.

Try something new!

02. Segmentation

You know your donors. You know your mission.

What's tricky is finding a creative, fresh way to reach out. A good first step? Take a look at the [National Holidays](#) coming up this year (Our personal favorite of course is Unicorn Day, April 9th).

... But let's take a page out of San Diego Humane Society's playbook.

Their mission: connect with supporters.

Their method: show adorable cat videos on National Cat Day.

This video is a [must-watch](#).

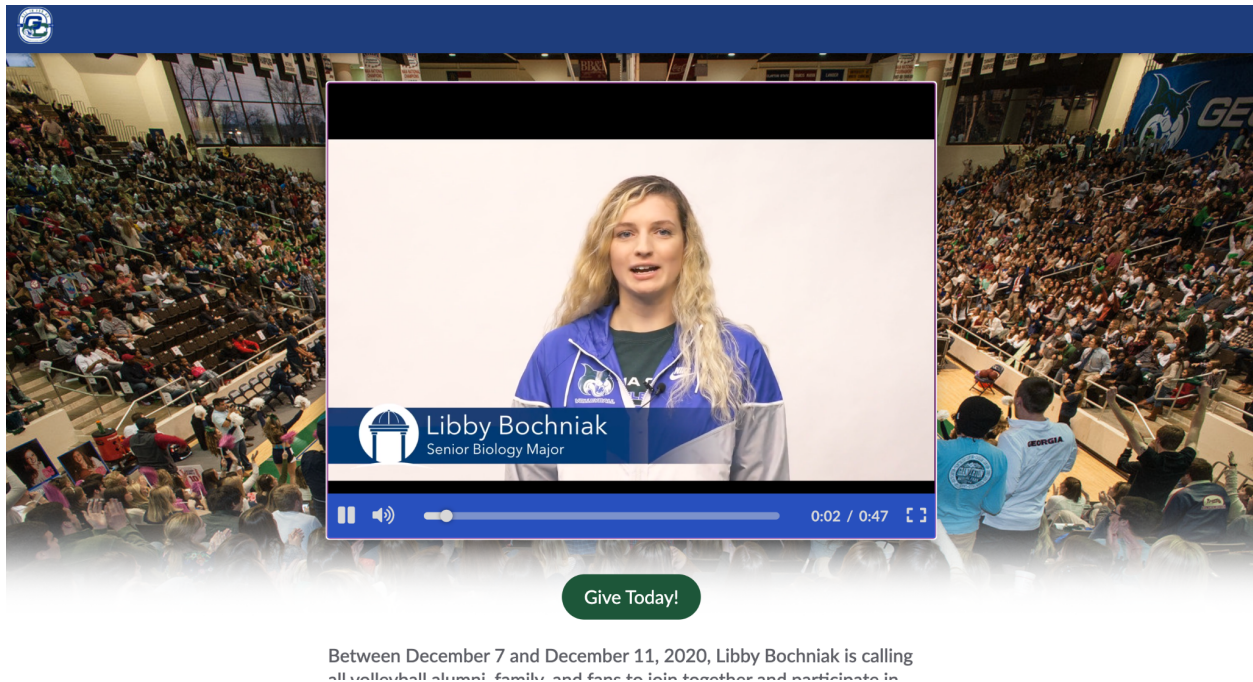


Mr. & Mrs., we want to thank you for the incredible difference you make for thousands of cats at San Diego Humane Society each year! From all of them, and all of us, happy National Cat Day!

Alex

Often the information you have about your donors goes unnoticed and unused. If you know when and what donors gave towards make sure you are speaking to the part of your mission you know they care most about.

Let's use a success story example to break this down.



This appeal included a promotional video, personalized appeals to donors for 11 different sports, a mid-week update, and personalized thank-yous to everyone who donated.

The result? Georgia College nearly tripled annual athletics results in one week!
[Read their full story here.](#)

Reach your donors with the stories about the people (or cute little critters!) that they care most about. Dare to be authentic, direct, and creative!

03. Get Started with Video Communication

You read through the examples above and you're thinking..."Great! I want to be more creative and include more videos in my donor communications! How do I get my team on board?"

This is a speed bump for many organizations, so know that you're not alone. The solution that works best? Updating your team through video!

Share your ideas, feature the video platform you plan to use, and link to the examples above for additional inspiration.

[American Leprosy Missions](#) extended this project to their board members, introducing ThankView, discussing their plans to use the platform, and even asking for board member feedback. It's an incredible way to get on the same page with your donor communications plans.



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04. Stay Organized with Templates

Alright, you've got examples to fuel your communication calendar brainstorm. But where should these ideas go to keep you and your team organized? Introducing the Big Book of Donor Communications Templates!

[Click here to download.](#)

Farewell for now! Happy planning!