

# 3 CREATIVE WAYS TO SAY 'THANK YOU'

A timely thank you is one of the most important steps to any fundraising journey. It should be genuine and thoughtful so your supporters feel appreciated. We've compiled our top three creative ways you can authentically say 'thanks':



## Personalize Your Own Card

Whether it's a physical card or a digital one, you can easily customize it. The added personalization tells your supporters you went out of your way to make them feel valued. Use a photo of you training for your event, you at the event or an inspirational drawing you've done as the cover.

Purchase blank physical cards at any big box store or use online services such as [shutterfly.com](https://www.shutterfly.com) or [postable.com](https://www.postable.com) to upload your design/photo. For a personalized digital card sent to someone's email, check out [canva.com](https://www.canva.com).



## RECORD A VIDEO

Creating a video might sound intimidating, but it's simple now thanks to smart phones. First, talk directly to your supporters through your phone's camera and record a short message of yourself saying, 'thank you'. Upload the video to [YouTube](https://www.youtube.com) from your phone's app. Choose whether to share the video link privately or make it public for anyone to see. A video is a good way to engage your supporters and put a face to a name if they haven't met you personally.



## USE SOCIAL MEDIA

Classy.org says: Facebook and Twitter are powerful tools for simple shout-outs and thank yous. Just as you feel a jolt of excitement when you log on and see a notification symbol, your donors feel the same knowing they've been included in some kind of social media post. This is a great way to say thank you to donors, both large and small. Not only does it let them know you've received their donation and you're grateful for it, it also tells the world of their commitment to your organization.