

WELCOME TO OUR JANUARY NEWSLETTER

Four compelling reasons to show off your best self with your donor recognition.

A magazine editor told me “You are only as good as your worst published image.” As an artist, I wholeheartedly agree. Every visual you create paints a picture of your organization. If your donor recognition is as unique as your organization, as meaningful as your cause and as memorable as the moment you received your first big gift, you have hit a home run!

Here are my four top reasons to say thank you with **Art**.

1. It provides you with a **GREAT VISUAL**. When reading a newsletter of any kind what does your eye jump to first? The visuals, right? Visuals give viewers information quickly, and your donor recognition is a visual that can help tell your story. Use it to your best advantage.
2. Your donors love you, so **LOVE THEM BACK**. There are many important causes for donors to give to, but they took the time to learn about yours, to care about yours, and to invest in yours. Show them you appreciate them by creating for them an extraordinary donor wall or gift.
3. Donor Recognition Art is **GREAT PR**. Your donors are your best ambassadors when you have a meaningful relationship. If you create mission centered recognition your donors will **BRAG ABOUT YOU** and give you the kind of publicity money can't buy.
4. Dynamic, meaningful, personalized recognition can **EVOKE TEARS OF JOY**. I have seen it. Any time you can do something for your donors that is so meaningful it makes them cry, you have brought them into the family.

Want to learn more about how we can help you create
a unique experience for your donors?

Visit our [CONTACT PAGE](#)

In the meantime, be your best self!