

## WELCOME TO OUR AUGUST NEWSLETTER

You have a fabulous marketing tool hiding in your toolbox. Guess what it is?

The answer is **YOUR DONOR WALL!**

Here is what a fine art donor wall can do for you.

1. **"Use a picture, it is worth a thousand words."** The origin of this phrase is disputed but the truth is clear. A meaningful donor recognition wall that uses **symbolic imagery specific to your organization** is worth *a thousand words*. Art is a powerful tool that helps communicate your story with potential donors. Art reaches viewers on an emotional level. **Use this tool!**
2. **Let your donor recognition wall multitask for you.** **Use an image** of your donor wall design (or finished piece) on your website and in your newsletter. Create custom thank you notes using an image of your donor wall. Every time you share your donor wall it will communicate that you value your donors and their contribution.
3. **Inspire a social media moment.** A client told me that on a good month her organization gets about 300 visitors. That **is** a high number. Remember, every **one** of your visitors will potentially share your story with their friends. If your donor wall is stunning and informative your visitors will share an **image of it**. **Use this opportunity** to let the world know you love your donors.
4. **Do you have a capital campaign in your future?** One of the best tips I share comes via a client. During the St. Mary's Food Bank Alliance Capital Campaign, Sandra Searle used the donor wall design as part of her marketing strategy. She had the design printed at 1/3 scale, mounted, and coated so donors could use a dry erase marker to write their names in the spot they wanted on the wall. This generated a tremendous amount of excitement for donors. EVERY capital campaign client since then has **used this tool successfully!!! Thanks Sandra Searle for this great tip!**
5. **How do you SHOW your donors they are heroes and heroines?** Give your donors the gift of an engaging, meaningful, fine art donor wall.  
**Use our experience to say thank you with art to your donors!**

Want to learn more about how we can help you?  
[infoninaborgiaaberle.com](http://infoninaborgiaaberle.com)

**Call us today, we love to brainstorm!**  
**520-275-5035 (PST)**