

WELCOME TO OUR MARCH NEWSLETTER

Do you want to make your donors cry? Actually, yes!

This is the first in a series of inspirational stories about successful ways to thank your donors. When you create personalized, meaningful recognition your donors might cry!

The first story is courtesy of Clyde Kunz, CFRE.

Bread and Jelly, a Simple but Meaningful Gift

While doing a feasibility study for a private high school, Clyde Kunz was interviewing major donors about their experiences with the school. One woman teared-up and then started crying outright. She sobbed something about how much she loved the school, and the children, and how special the bread was. Clyde thought that was weird, but didn't push it. In the next several interviews, almost everyone mentioned the "bread" and he finally asked one of them, "Can you tell me about the bread?"

Turns out, kids at the high school were required to take a "life skills" class. In that class each fall, they harvested prickly pear cactus fruit from the cacti on the school's property, and made prickly pear syrup and then jelly, which they processed in little jelly jars. At Christmastime, they baked mini loaves of bread, wrapped them up and placed them in a gift bag with a jar of jelly, which the students then hand-delivered to the school's donors, thanking them for their gift that year. It was a remarkable, creative way of thanking donors, and - clearly - one that touched the hearts of the people receiving the "bread" each Christmas.

Thank you Clyde for sharing this beautiful story!

Do you have a donor success story you would like to share?

We would love to hear your stories.

CONTACT US TODAY

We can help you be your best self when it comes to donor recognition!

Call Nina today 520-275-5035 (PST)