

## WELCOME TO OUR SEPTEMBER NEWSLETTER

Gratitude keeps us healthy, our organizations are no different!

Amy Morin, author of *13 Things Successful People Do Not Do*, suggests, “developing an attitude of gratitude” is one of the simplest ways to improve your satisfaction with life.

You **are** grateful for your donors but how do you **show** your gratitude? Try some of these ideas to infuse new energy into how you say thank you to your donors.

**To get warmed up begin with boosting your personal attitude of gratitude.** If you focus on what you are grateful for it will **take the focus off daily irritations**, and there are plenty of those! Say thank you often. Compliment every person who helps you from store clerks to your UPS driver to your employees. You will experience a **big boost to your feelings of wellbeing**.

1. Start a **Pinterest account** for your organization and ask your staff to join as well. Pinterest is a virtual bulletin board that lets you find and catalog ideas. It is a great source of inspiration. You can create a secret board(s) and then you invite your staff to add their ideas to the board(s). This will be helpful if you utilize #2.
2. Initiate a monthly or every other month 30 minute brainstorming coffee meeting to discuss creative ways to thank your donors. Have the host rotate through your development and marketing staff. **Make it fun. Utilize your Pinterest boards to share ideas and don't forget the cookies.**
3. Document **before and after imagery** that shows what the donors' funds helped accomplish and print them on the same postcard. Have the staff sign these cards and send them to donors. If applicable ask several clients to sign the cards and send them to donors.
4. Tell your donors in as many ways as you can think how their gift made a difference. **Send them a birthday card** signed by several clients sharing how their lives have been changed.
5. Create buttons or magnets with your favorite (short) **hero quote**, and give them to your most dedicated donors. The quote can come directly from your clients.

We are **GRATEFUL** for all you do for the community.

How we can help you?

[info@ninaborgiaaberle.com](mailto:info@ninaborgiaaberle.com)

**Call us today, we love to brainstorm!**

**520-275-5035 (PST)**