



Catholic Schools

ARCHDIOCESE OF KANSAS CITY IN KANSAS

Meaningful Impact Ideas to Connect With Donors - A Few Do's

- Invite to an educational event hosted at your school
- Share artwork produced by students in a thank-you message/postcard
- Invite to a board/business team meeting and highlight impact
- Host a breakfast and offer Q&A with teachers/students
- Happy birthday email
- Personal thank you video - short, sweet, Iphone level
- Email impact updates quarterly throughout the year, can be a newsletter or even bullet points of clear HOW donor impact is making a difference at your school
- Hand written notes for the win every time
- Public recognition (if donor wants this)
- Phone call from teachers/staff to just say thank you and share a quick impact moment
- A thank you card with post-it note included from a board/business team member
- Unique impact postcard
- Invite to an all school mass or to highlight a grade level mass
- Send a thank you letter and attach a simple picture showing students that connects with your mission

And don't:

- Take pictures with "big checks" - doesn't SHOW impact
- Giveaways, donors want to see, hear, learn about impact not see money spent on gimmicks or stuff
- Don't slip an ask into these donor engagement connections - these are to thank, educate and connect with your donor

