**All Together Now, #YearEndStrong** resources you can use

**How to use “Thinking of You” Notes for Major Donors**

**A guide for fostering personal connection to your most generous donors**

Here is an effective way to better steward and support deep and personally meaningful relationships with your top 5 to 10 donors: send them “thinking of you” messages just because you care.

The more personally connected your donors feel, the more loyal they become.

*Here are some examples of “Thinking of You” messages:*

* The donor attended camp in the 1970’s. **Send an email,** “Hi Ilana, Gary just send me this photo from camp from the 1970’s. It cracked me up, and I thought of you. Crazy, right? Recognize anyone here?”
* The donor keeps horses. **Send a book in the mail** with a note, “Hi Larry. The bookstore in our town just reopened. I saw this new book about the wild horses of Grape Island and could not resist sending it to you. Enjoy!”
* The donor has a new grandchild. **Send a text**, “Hi Erma. Mazel Tov on the new addition in your family. I am thinking of you. It must be hard to be so far away from your daughter at this time.”
* A donor spoke to you the fires in CA. **Send a letter** with a newspaper clipping with a note, “I read this in-depth article in the NYT on the environmental impact of the fires, and I thought of you. It made me think more about what you said.”

This type of communications should be:

* **Unexpected**
* Connected to something of meaning to the donor
* Unrelated to the donation the donor has made, or the volunteer work they do for Camp.
* Unrelated to a holiday or any other standard time to send a greeting, such as a birthday
* Simple, yet special to that person
* Thoughtful
* For loyal donors, happen more than once. For example: twice a year, so it because part of the special connection you have with this special donor.

The best way to ensure that you remember to send “Thinking of you” messages to your donors is **the schedule it on your calendar.** As you connect during the rest of the year with your top donors, listen and look for things that might give you ideas for “thinking of you” messages in the future, and leave yourself a little note.