

# FIELD NOTES



## 31 DAYS. 31 WAYS.

December is that wonderful time of year when we celebrate with family and friends, connect with our greater community and count – and share – our many blessings. This month also provides abundant opportunities to share with donors the impact you've made this past year and let them know how much you appreciate their support.

### HOW MANY OF THESE CAN YOU AND YOUR VOLUNTEERS TACKLE BEFORE THE END OF THE YEAR?

1. Create and share a gift guide of your services. (\$50 provides after school snacks for a month, \$100 provides transportation for a homebound senior for a year, etc.)
2. Talk up your organization at parties and gatherings.
3. Invite friends or family to consider giving gifts to a worthy cause rather than exchanging token gifts.
4. Start each meeting with "season's greetings" – stories of your organization in action.
5. Hold an Ugly Sweater contest where votes for the ugliest sweater are cast with a donation.
6. Make personal calls to those who have already given to your campaign to say thanks!
7. Inspire others by sharing your story of why you give.
8. Include a "donation to my organization" on your holiday wish list.
9. Consider a year-end (additional) donation to the annual campaign.
10. Be generous with other charities, especially those that help the poor and homeless during these cold months.
11. Visit with at least one of your top prospects face-to-face.
12. Instead of Secret Santa gifts at the office, why not join together and sponsor a family in need?
13. Watch "A Charlie Brown Christmas."
14. Record your board or staff team singing your favorite holiday song. Share it on your social media sites and email links to donors. (Better yet, have a group of adorable kids sing their holiday wishes.)
15. Celebrate your progress to date on your organization's goals.
16. Ask fans of your organization's social media sites to post why THEY give to/support your organization. "Share" their answers on your page so all can see.
17. Write a letter to your newspaper, thanking the community for the support it has shown your organization.
18. Change your outgoing voice mail greeting to include a one sentence case for support for your organization.
19. Host a hot chocolate and favorite cookie day (with recipes!).
20. Set up appointments for January with two new prospects.
21. Post a letter of thanks to all donors and volunteers on your organization's website.
22. Count your blessings.
23. In the spirit of the "12 Days of Christmas," plan 12 special thank-yous or messages to donors, volunteers or staff. Say thanks, tell a story or share a great photo!
24. Update your call to action in your email signature line with holiday greetings.
25. Hang stars on a tree in your lobby, each with an impact statement.
26. Have every staff member and board member pick two (or more) donors to whom they will send a handwritten and personal thank you note.
27. Know that you are making a real difference in your community.
28. Every time you hear, "Jingle Bells," let it remind you to be an advocate for those less fortunate than you.
29. Visit your program in action to remember what really matters.
30. Notice which volunteers and staff really enjoyed saying thank you – ask them to be the "Thank You Chairs" of next year's campaign.
31. Get some rest. You have lots to do in 2017!

Have other great ideas or want to share what you are doing? We'd love to hear from you!

Contact us:

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