



We Wish You A Merry Donor.....and a Happy New Prospect!

The winter holidays are the time of year when personal connections are front and center in donors' minds. Personalized greeting cards are a must. Make sure your donors know how much you appreciate their support and surprise and delight prospective donors by sending the right card at the right time to the right recipient.



The Right Card

Send a real card, not an e-card. People appreciate it when you put some effort into reaching out. Send a beautiful, printed card that someone can hold onto.

Limit your message to relationship-building. Say thank you to past donors and show prospective donors how great your organization is. This is not the time to ask.

Keep it simple and secular. It is likely that your donors and prospects celebrate many different holidays and traditions, so keep that in mind.

Remember, it's still business. Absolutely incorporate your organization's logo, any photos and brand colors into your card if it feels comfortable. Use spell-check and proof and proof again. Your holiday card is a reflection on your organization.

Be creative! It's easy to upload your signature, saving you the time of signing all of the cards individually. Upload your own design or use one of our pre-designed templates to kick start your card. There are plenty of wonderful options for customizable cards, with most of the work already done!

The Right Time

The holiday season is the most natural time to reach out to donors and prospects in a personal way. Your donors expect to hear from you, so don't let them down.

Consider alternate delivery dates. Stand out from the crowd by sending a Thanksgiving greeting card. Perhaps you would rather send a New Year's greeting just after the Christmas holiday when the mailing rush is over.

The Right People

Consider your audience. Perhaps you would like to send different cards based on different donor groups. For example, send a more traditional card design to older donors and a more contemporary design to millennial donors.

Don't leave anyone off your list – and get their names right. Be sure that names are spelled correctly and have others check the list just to make sure it looks complete.

Personalize your holiday cards for your recipients. Online tools such as M3 Toolbox – Marketing for Non-Profits make it easy to create custom cards for different groups of clients with your organization's logo, uploaded signatures and photos. Need help getting started? Give us a call!



**Need help creating the perfect holiday greeting for your organization?
Contact Lindsey Boyer at 800-767-9227 or by email at
lindseyb@lexinetcorporation.com.**