



## Ways to Say ‘Thank You’

The ‘thank you’ is perhaps, the most important part of your campaign plans. *It takes seven times of saying “thank you” before a person truly feels they have been recognized and appreciated.*

Be sure to thank volunteers, committee members and donors for their participation and contribution to the overall success. If you decide to hold an event at the end of your campaign, it doesn’t need to be elaborate. It could be as simple as coffee and donuts in the morning or a pizza party at lunch time.

Some ways to show appreciation are to:

- Hang thank you posters from United Way throughout your building
- Track your campaign’s progress and report results regularly—use the United Way thermometer posters to let everyone know how they’re doing
- Hold a post-campaign celebration event to thank everyone and announce the final result
- Send out notes of recognition signed by you and/or the CEO
- Have a party hosted by the CEO
- Make an awards presentation at a regular board or staff meeting—create some fun achievement certificates for those who participated or won incentive prizes
- Submit a story to your company’s newsletter with photos from the events and campaign-related activities—include information on how everyone’s contribution helps in the community (United Way staff can provide you with this)
- Send personalized thank you notes or include it with payroll
- Send an email expressing gratitude—include a famous quotation
- Distribute United Way’s brief thank you slide show that is available to you (ask your United Way staff or Loaned Executive to provide)—post this message on your company’s intranet if you are unable to email this type of document in your workplace
- Hang a thank you banner in your company’s cafeteria, break room or lounge
- Send regular emails or submit stories to your newsletter about United Way throughout the entire year so that donors can see the impact their gift is making in Middlesex County