

CASE HISTORY:

Donor Thank You Calendar

Fast Facts:

- Mailed to donors/volunteers of leading nonprofit organization.
- Calendar paid for by multiple corporate sponsors.
- Special purchase offers for leading retailers included on inside back cover.
- Each calendar personalized with recipient's name.

Summary:

For any nonprofit, raising needed funds and generating support for its cause requires constant effort. With an entire year to inform, remind, and encourage, a calendar is the perfect way to thank supporters for their vital contributions.

A national nonprofit organization mailed a calendar to donors, volunteers, and other supporters as a thank-you gift. The calendar featured stories from cancer survivors along with inspirational messages.

Corporate sponsors paid for the calendars, enabling the organization to put more of its funds towards its initiatives while delivering a long-lasting thank you that maintained awareness of its important work all year long.

