

# Year-Long Giver Appreciation Strategy

## JANUARY

### New Year Gratitude Kickoff

#### Theme

Renewed Beginnings and Commitments

#### Activity

Send personalized New Year cards to all givers, expressing gratitude for their past contributions and sharing the vision and goals for the upcoming year.

#### Communication

Launch a monthly newsletter or email highlighting life change and impact stories.

## FEBRUARY

### Celebrate Dedication and Community

#### Theme

Love and Appreciation

#### Activity

Hold a community brunch to honor generosity, sharing impactful stories of growth through giving.

#### Social Media

Share weekly "Dedication Notes" to givers, spotlighting different contributors and their impact.

## MARCH

### Spring into Action

#### Theme

Growth and Renewal

#### Activity

Organize a volunteer day where givers can engage directly with ministry projects, such as painting rooms or planting trees, to foster a hands-on connection.

#### Communication

Highlight spring initiatives funded by donations in the newsletter.

## APRIL

### Easter and Reflection

#### Theme

Renewal and Reflection

#### Activity

Send Easter-themed appreciation messages with a small token of appreciation, such as a bookmark or devotional guide.

#### Event

Host a reflection evening with testimonies on how donations have impacted lives.

## MAY

### Celebrate Milestones

#### Theme

Honoring Long-term Commitment

#### Activity

Recognize long-term givers and feature their stories in the newsletter.

#### Event

Host a Legacy Luncheon, inviting long-term givers to enjoy a meal together in a relaxed and celebratory atmosphere.

## JUNE

### Community Engagement Month

#### Theme

Active Participation

#### Activity

Launch a "Thank You" video series featuring staff and community members expressing gratitude.

#### Social Media

Share weekly updates on ongoing projects, inviting givers to engage with comments and shares.

## JULY

### Summer of Appreciation

#### Theme

Summertime Gratitude

#### Activity

Host a summer picnic for givers and their families, including games and activities highlighting ministry impact.

#### Communication

Mid-year impact report to givers, showcasing accomplishments and thanking them for their support.

## AUGUST

### Personal Touch Month

#### Theme

Personal Connections

#### Activity

Have staff and volunteers make personal phone calls to thank givers for their continued support.

#### Social Media

Share stories of individual givers and their reasons for supporting the church.

## SEPTEMBER

### Back to School and Service

#### Theme

Education and Service

#### Activity

Organize a school supply drive sponsored by givers, with updates on its success shared at a giver appreciation event.

#### Newsletter

Feature stories of ministry impact funded by donations.

## OCTOBER

### Harvest of Thanks

#### Theme

Bountiful Gratitude

#### Activity

Send harvest-themed thank-you packages with a letter detailing the year's progress and upcoming needs.

#### Event

Host an Autumn Festival celebrating generosity with fall-themed decor and activities. Hold it outdoors on church grounds or in a nearby park.

## NOVEMBER

### Thanksgiving Celebration

#### Theme

Giving Thanks

#### Activity

Create a gratitude wall in the church where community members can leave notes of thanks to givers.

#### Communication

Send a Thanksgiving message by letter or email highlighting key giver contributions and their impact.

## DECEMBER

### Year-End Reflection and Celebration

#### Theme

Year-End Reflections

#### Activity

Organize a holiday appreciation event, complete with testimonials, music, and a presentation of the year's achievements.

#### Communication

Send a year-end report and a heartfelt holiday card thanking givers for their essential role in the church's success.