

DONOR LOYALTY TOOLKIT

PAMOJAKEEPSAKES.COM

# Turn One-Time Donors Into Lifelong Believers

6 WAYS TO STAY CONNECTED WITH GIVING TUESDAY DONORS ALL YEAR LONG.



# 1. A VISUALLY STRIKING MINI ANNUAL REPORT (DIGITAL-FIRST)

Think of this as an “easy-to-read, swipe-friendly” version of your annual report. Short, bold stats. Human-centered visuals. Icons. Timeline. four simple human centered stories from the last year. One quote from a beneficiary. Send it Q1 or mid-year to remind your whole audience how donors and volunteer contributions continue to make an impact.

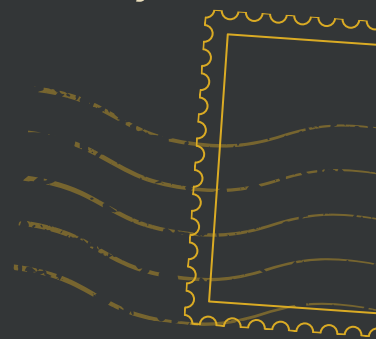
CHECK OUT OUR  
REPORT TEMPLATE  
WITH CURATED  
PROMPTS TO HELP  
YOU DRAFT YOUR  
FOUR STORIES



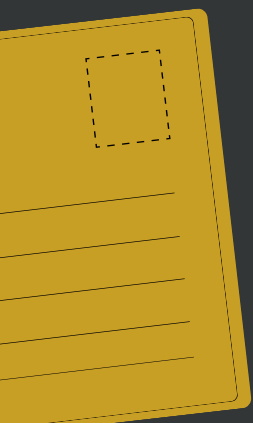
## 2. QUARTERLY OR SEMI-ANNUAL “IMPACT POSTCARDS” (DIGITAL OR PRINT)

Beautiful, branded postcard-style updates with:

- One visual: photo or illustration
- One bold stat
- One short story
- A micro-CTA like “Follow our work on Instagram,” or “Join our monthly newsletter,”



You could also allow donors to opt into physical mail for an elevated stewardship experience. This can be a segmented delivery for donors.



### 3. “BEHIND THE SCENES” DESIGN DROP

Once a quarter, release a beautifully designed BTS asset:

- A staff spotlight card
- A “day in the life” illustrated panel
- A graphic showing how donations flow through your org
- A peek inside your new program participant flow

BTS content builds transparency and trust. It humanizes your organization and it can help your audience get to know you better and feel more connected to the work that you all do.



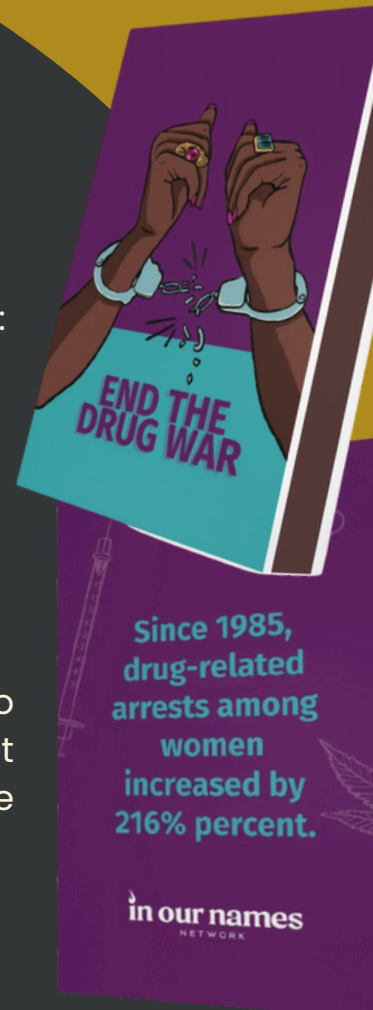
**MEET OUR  
MONTHLY VOLUNTEER**

### 4. MERCH DROPS TIED TO IMPACT

Send a small, mission-aligned merch item once or twice a year:

- Sticker sheets with your logo, illustrated program icons, and positive affirmations
- A bookmark designed by the community
- A vinyl sticker with a campaign slogan and illustration
- A magnet featuring art created by program participants

Tie each merch item to a story. Why does this merch matter to give out and what is the impact it represents? This can be sent to donors following a donation, or sent to your whole audience as a visual reminder of your collaborative efforts..



## 5. A GIVING TUESDAY TO "TODAY" TIMELINE GRAPHIC

This is for the segment of Giving Tuesday donors, specifically. A single-page design that walks donors through:

- Thanking them for their GT gift
- Work completed in Q1
- Work in Q2
- A success story in Q3
- A photograph and stat from Q4

Send out before Giving Tuesday for Q4. This connects their one-time giving to year-round results and gives a reminder and opportunity to give again.



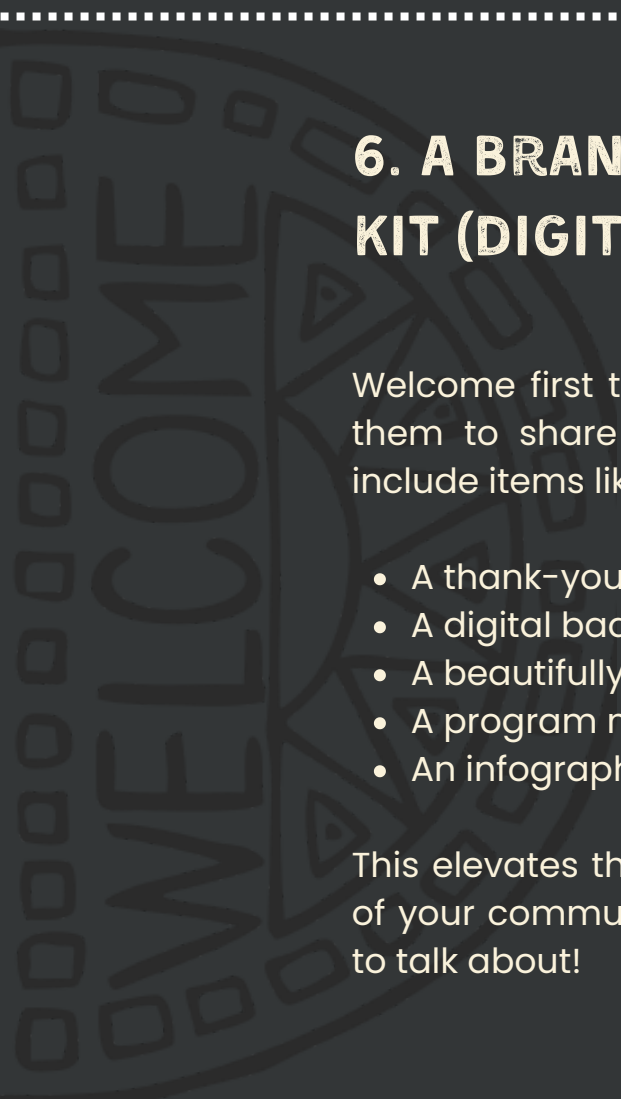
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## 6. A BRANDED DONOR CIRCLE WELCOME KIT (DIGITAL + OPTIONAL PRINT)

Welcome first time donors with a kit to educate and empower them to share about your organization's work. The kit could include items like:

- A thank-you letter
- A digital badge for social media
- A beautifully designed card explaining your mission
- A program map infographic
- An infographic of last year's impactful outcomes

This elevates the donor's identity from just a resource to a part of your community. Deliver narrative based data that they want to talk about!





# Hello There!

I hope you found some inspiring ideas you can use to connect with your unique donor base after giving Tuesday. The more unique you can execute these assets to your organization's tone, visual branding, and mission statement, the more impactful these assets will be!

So, now what? Do you need assistance designing your content? We can help bring your work, members, and program participants to life with visuals. If you don't have a dedicated staff member to take on this design task, we've got you covered!

Book a brief design chat to discuss how we can ensure your Giving Tuesday donors and others stick around all year long, for years to come.

*-Whitney*  
*Founder, Pamoja Keepsakes*

