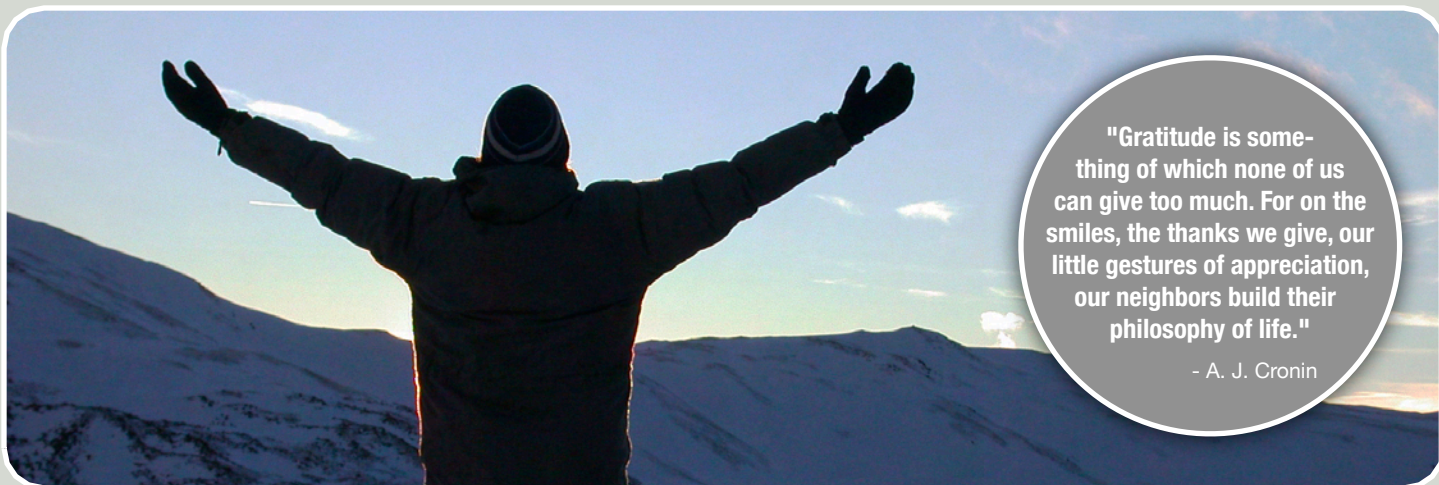


THANK



"Gratitude is something of which none of us can give too much. For on the smiles, the thanks we give, our little gestures of appreciation, our neighbors build their philosophy of life."

- A. J. Cronin

IT IS DIFFICULT TO GIVE AWAY KINDNESS. IT KEEP COMING BACK TO YOU. -CORT FLINT

"Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend. Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow." - Melody Beattie

If there is anything I have learned working all of these many years in the social profit sector, it is about the awesome power present in simple acts of gratitude: Taking someone's hand and looking them in the eye while you thank them for their involvement or investment; A hand-written thank you note; A phone call for no other reason than letting someone know how important they are to you or your organization.

You would be surprised at how these simple things can transform the way your organization does its work. I promise that more than anything else you can do, learning how to thank people will make the most profound difference in your efforts.

It doesn't have to be a big production. None of us could get through life without a little bit of help now and again; and making the time

to notice and thank those who are there for us is really important.

Think about those moments when someone takes you aside and tells you you're doing a great job or notices when you're bringing your passion and commitment, even when you're experiencing a hard time in your personal life. These things mean a lot to us, they can be transformative, in fact.

So as we approach the end of the year and all of the holidays, take a few minutes to reflect on the abundance in your life. Think about the people who care about you and find a simple way to say thank you.

I love baking cookies. If you know me, you know I'm passionate about food, so baking makes sense. How about you? Use your passion and make your thank you personal.



Leo Buscalia ...

Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.



As the year begins to wind down, why not schedule some time to thank your organization's stakeholders and investors?

Most of us remember when someone tells us "Thanks" and really means it, and as the holiday season begins, what could be better than expressing our gratitude to the people who make our work possible? A **Thank-a-Thon** is a great way to express gratitude to all of the people who help you make your organization successful in achieving its mission-critical work.

What are you telling the donor with this call?

- We noticed you invested in our work this year.
- It means a great deal to us.
- We appreciate you very much.

By having your board and staff make personal calls to all of your stakeholders (yes, all of them!), you will make a very positive impression here at the end of the year and the beginning of the giving season. Holiday cards are great (and your biggest supporters should get those and hand-written notes, too), but a personal phone call makes an impression, it leaves a warm feeling behind.

You will want everyone to be excited and well organized. It is important that callers tap into their own holiday spirit and bring their most positive energy to the calls! Everyone should participate and staff can make calls from their desks; leaving messages for people that they don't reach in person.

An actual script could look like this:

"Hi, may I please speak to _____? My name is _____. I'm a member of the staff/board of _____. I'm just calling to say thank you for your wonderful support this year and in the past. It has been a really exciting 2006 and your involvement has been tremendously important!"

This year we've _____. We've been able to offer _____; and we've made a real difference in the lives of _____. Your support helped to make that possible. Don't hesitate to be in touch with us if you have any questions or ideas. You can find us on the web at _____ or please give our staff a call at _____. Thank You and Happy Holidays!"

You'll probably want to stick to the secular "Happy Holidays" as you don't know who believes what, but feel free to personalize the thank you as much as you would like!

If callers actually reach a real person, they may chat a bit. Callers should be prepared with a few general facts about the organization and its work, but people don't need to take a crash course before they're qualified to get on the phone. They can always refer specific questions to someone else for a call back. If someone has a complaint or wants to make a gift right away, identify a person who can get on the phone in those instances.

That's it. Simple, right? I promise that this will be a day that all of you will remember. Gratitude is a blessing that it is shared by everyone who experiences it.

Light A Candle . . .

We found this wonderful site a couple of years ago. Its a simple and creative way to let someone know you're thinking about them.

<http://gratefulness.org>

QUICK TIP SERIES

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