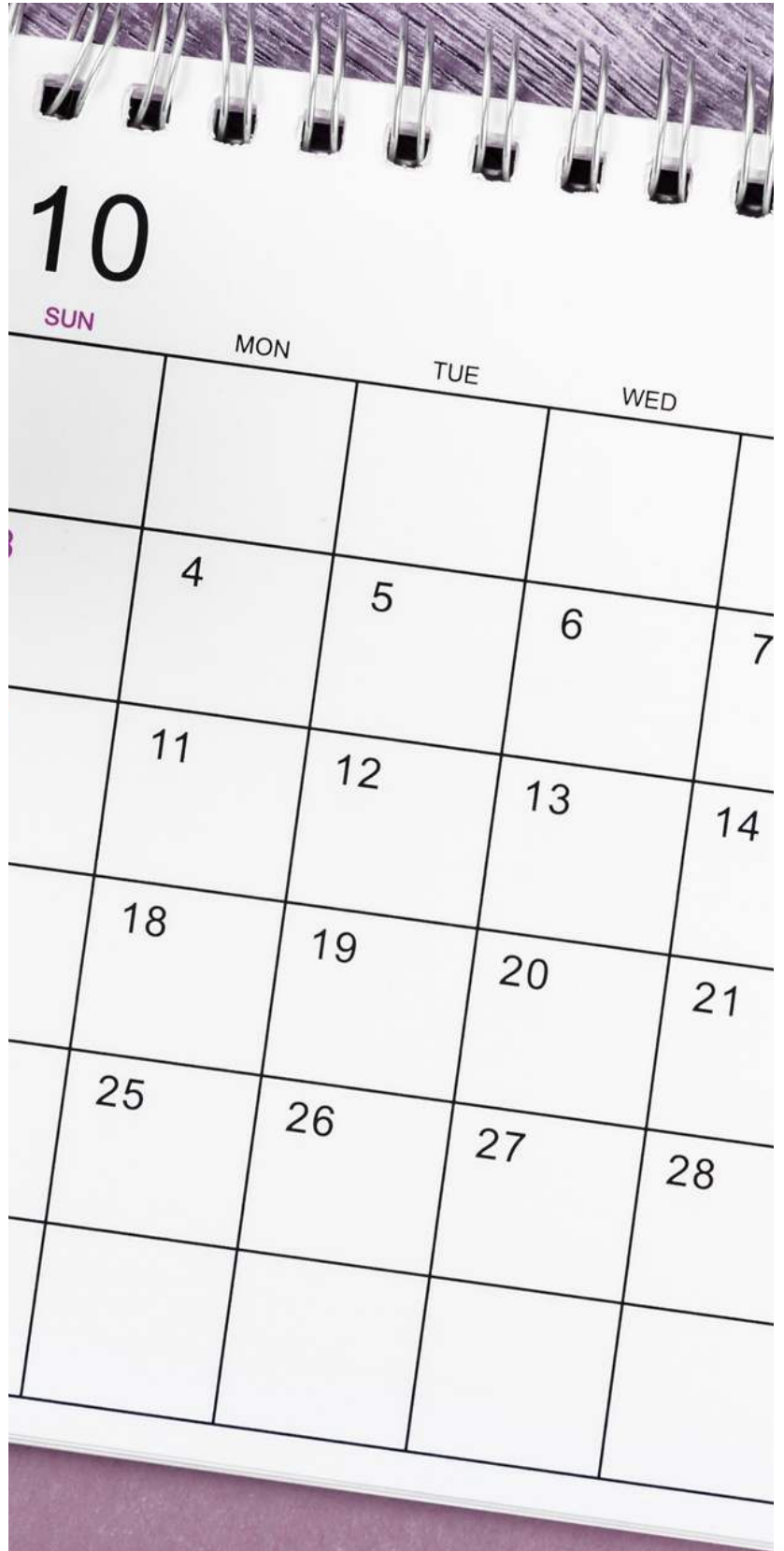


DONOR TOUCH

COMPANION GUIDE 2026



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DONOR TOUCH COMPANION GUIDE

This guide is a companion to the blog “Why Donor Touches Matter: The Motivation Behind the Magic.”

It is designed to help nonprofits move from good intentions to sustainable donor engagement—without adding noise, pressure, or performative outreach.

You won’t find campaigns or gimmicks here. Instead, this guide focuses on practical, human-centered donor touches that build trust, reinforce relationships, and support giving over time.

Use it as a planning tool, a conversation starter with your board or staff, or a reference as you build an engagement rhythm that fits your organization’s capacity and mission.

The Donor Touch Companion Guide

Donor engagement doesn’t happen by accident. It’s built through intention, consistency, and care—one meaningful moment at a time.

A donor touch is any intentional interaction that acknowledges, informs, or connects a donor to your mission—without always asking for money.

What matters most is not the format—it’s the feeling you leave behind.

January – Start With Gratitude

Purpose: Set the tone for the year with appreciation.

Ideas: New Year thank-you email, impact photo or story.

February – Personal Appreciation

Purpose: Deepen trust.

Ideas: Thank-you calls, short voicemails, no ask.

March – Behind-the-Scenes Story

Purpose: Build connection.

Ideas: Photo essay, blog, or short video.

April – Appreciation Gathering

Purpose: Create shared experience.

Ideas: Tea, open house, virtual gathering.

May – Handwritten Gratitude

Purpose: Emotional resonance.

Ideas: Notes tied to donor interests.

June – Mid-Year Impact Snapshot

Purpose: Reinforce momentum.

Ideas: Impact email or mini-report.

July – Donor Spotlight

Purpose: Strengthen peer connection.

Ideas: Newsletter or social feature.

August – Personal Check-In

Purpose: Maintain connection.

Ideas: Personal email or call, no ask.

September – Story of Transformation

Purpose: Build emotional readiness.

Ideas: Program participant story.

October – Seasonal Appreciation

Purpose: Reinforce belonging.

Ideas: Coffee social, note, small thank-you.

November – Gratitude Campaign

Purpose: Center gratitude.

Ideas: Thanksgiving note or email.

December – Reflection & Closure

Purpose: End the year with meaning.

Ideas: Year-end reflection email or video.



This guide is meant to support consistency—not perfection.

Strong donor engagement is built through systems that help people feel seen, valued, and connected year after year.

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