



How to Love your Supporters

Whether people donate, help spread the word or participate in your fundraiser, letting them know you are thankful – and that they have made a real difference – is key to hosting any event or fundraising campaign.

Don't worry about thanking your supporters too much – there is no such thing! Show them how amazing they are with heaps of gratitude.

Ideas to say Thank You



1. Personally thank your supporters by sending a letter, card, or email

You can write personal messages to each of your supporters to share what their support means to you and how it will help change lives.

Example Thank You message:

Your support of [event name] helped make it a success!

Your generous gift to CancerCare Manitoba Foundation will help CancerCare Manitoba's

researchers and health professionals continue to provide outstanding care for all Manitobans living with cancer.

Include personal information about the event and why you decided to raise funds to help others.

For example: "We wanted to make a difference for others touched by cancer and you have helped us do that. We were able to raise \$x,xxx through this event which we know will help so many people."

Thank you for your incredible support.

Sincerely,

[insert name]





2. Thank your supporters on social media

If you've used social media throughout your event, be sure to do a final thank you post. If you have sponsors, you could make a post about each of them and tag their business if they are also on social media.

Making a video collage or multi-photo post is a great way to engage your participants on social media.

Deciding in advance you will share your gratitude in this way can help ensure you capture enough photos and video along the way!

For example:

Image: Photo from the event

Caption: Wow! Thanks to your support we were able to raise \$x,xxx for CancerCare Manitoba Foundation. Thank you SO much to everyone who supported our event. We couldn't have done this without you.



3. Phone them or send a direct message

If you know your supporters personally, nothing beats a personal phone call to let them know how important their support has been to you. Or send them a personal message over text or social media if that's how you regularly communicate.



4. Send them a video message

Simply record a brief personal thank you and send it via e-mail or social media. You don't have to be a film director or editor to make it worthwhile, your supporters will appreciate this personal touch!



5. Use the tools provided in your online Participant Centre

If you have an online donation page you can easily send thank you e-mails to your donors through the Participant Centre where letter templates are available. We are also happy to provide social media templates with CCMF branding upon request.



6. Contact your local media to see if they will feature your event

Not only a great way to thank all those involved in your event but also an opportunity to let others in your area know about your event.

