

GRATITUDE

Why It Pays to Give Thanks



PRESENTED BY ELYSE SIWINSKI

My Background



Undergraduate Degree

Public Relations and Advertising, DePaul University



Current Role

Associate Director, Donor Communications



Previous Role

Senior Community Development Manager, American Cancer Society



Career Experience

More than a decade working in the nonprofit sector

The Problem

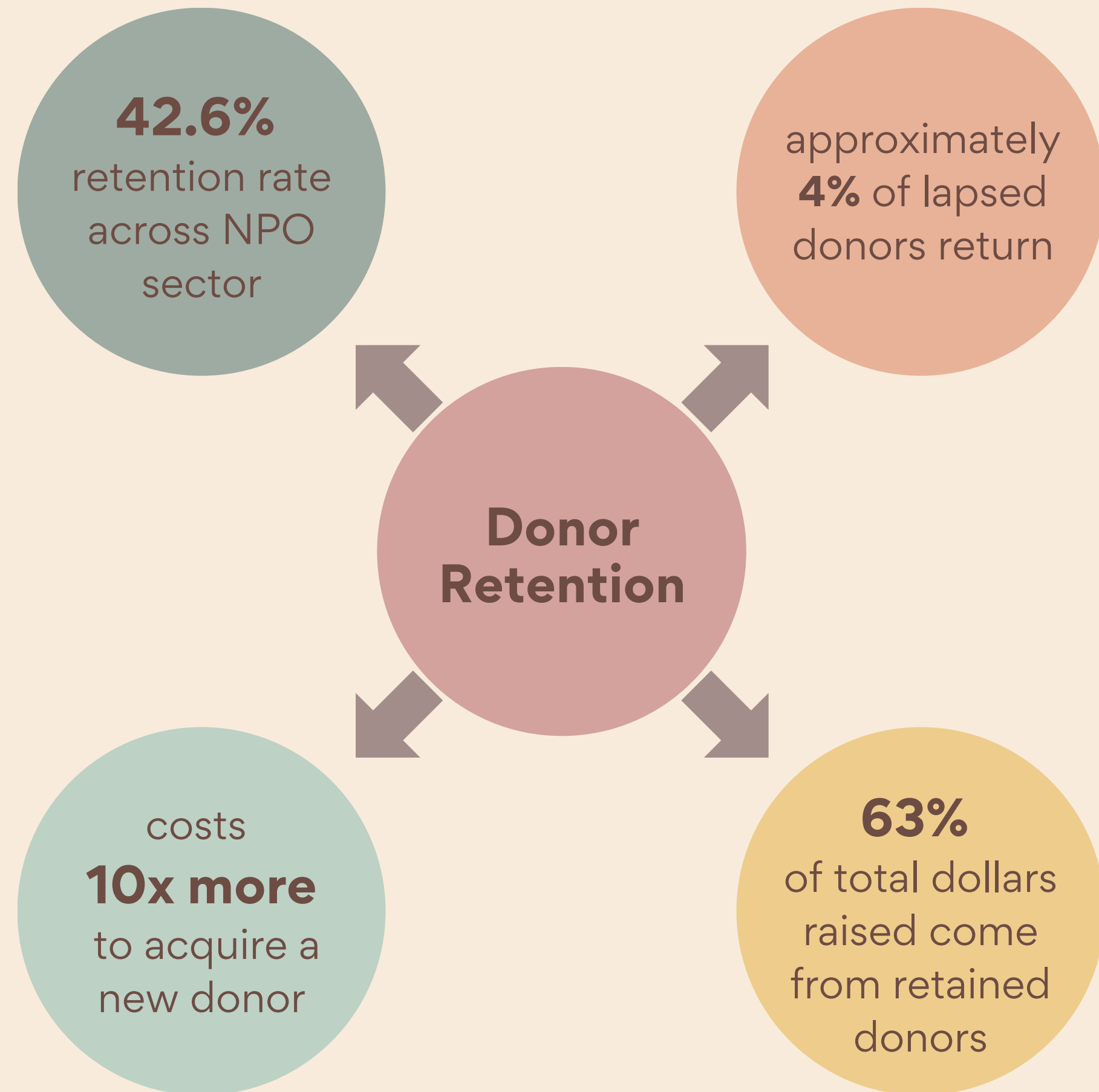


Too many "THASKS"

Thank you + ask = THASK

BY THE NUMBERS

It is more cost effective to nurture current relationships and retain donors compared to acquiring new donors.



The Solution



Saying "Thank You" MORE



Gratitude

n. a sense of thankfulness and happiness in response to receiving a gift, either a tangible benefit (e.g., a present, favor) given by someone or a fortunate happenstance (e.g., a beautiful day).



American Psychological Association



General Benefits



MENTAL HEALTH

Reduces symptoms of anxiety & depression



HEART HEALTH

Lowers risk of heart disease & diastolic blood pressure



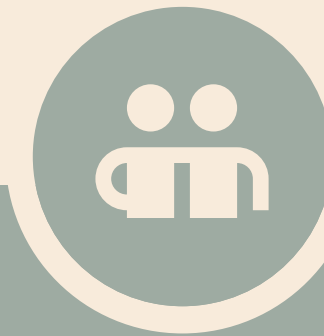
STRESS

Helps calm the nervous system



SLEEP

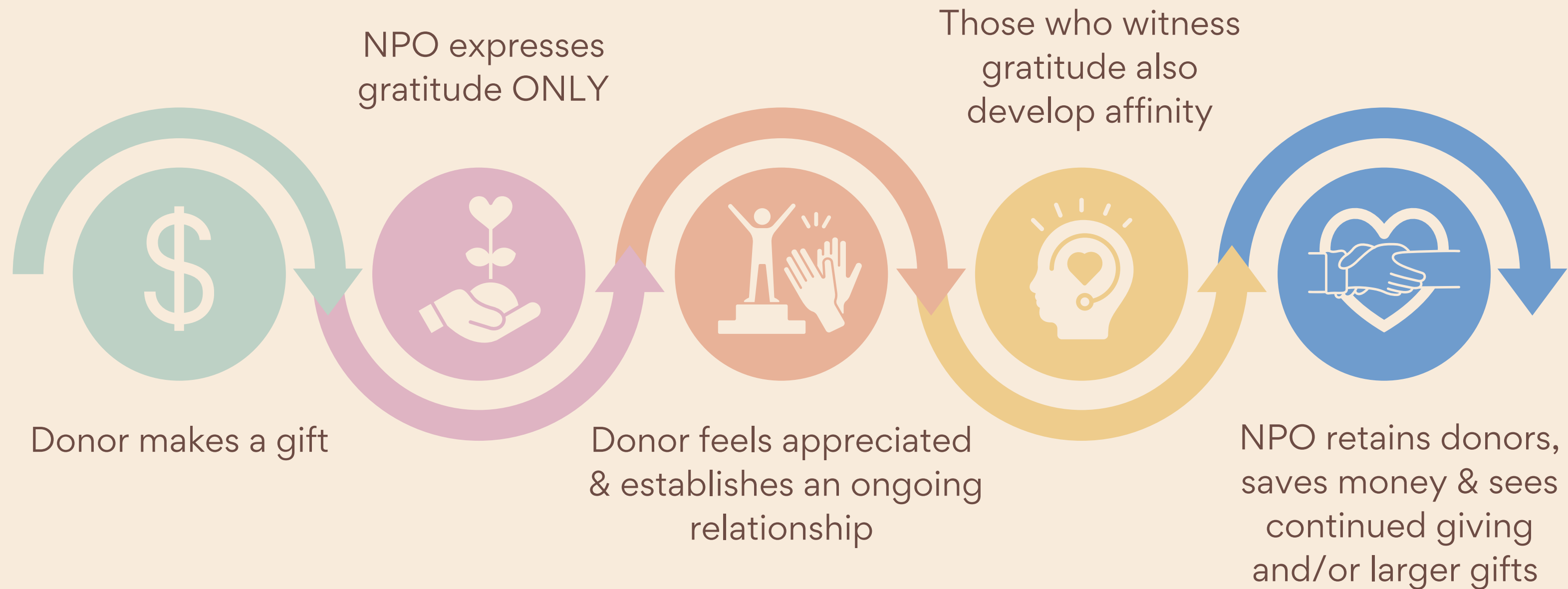
Promotes better, longer sleep



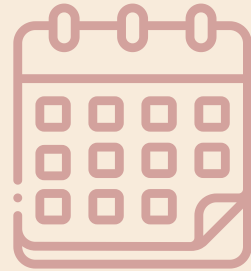
RELATIONSHIPS

Builds higher self-esteem & stronger social relationships

Benefits of Expressing Gratitude



The Answer: Communications



Communications Calendar



Donor Survey



Resource Bank

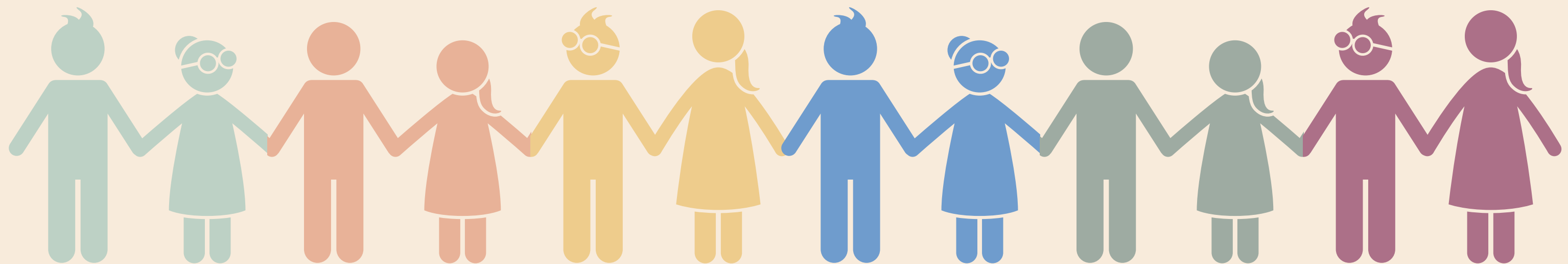


Thoughtful Messaging

Conclusion

Whether you are communicating with donors or students, clients or colleagues, it *really* does pay to give thanks.

Gratitude benefits you, me, and the world around us.





THANK YOU!

Appendix

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Questions?

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