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Connection

#GroundedInGratitude

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“I define connection as the energy that exists between people when they feel seen, heard and valued.”

*The Gifts of Imperfection* by Brene Brown  
@BreneBrown

#GroundedInGratitude

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When your social media presence is grounded in gratitude, you create a contagious energy around your brand.

#GroundedInGratitude

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Let's Say Thank You

#GroundedInGratitude

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Appreciation is not just thank you for a donation. It is about building a relationship.

#GroundedInGratitude

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**ACTIVITY**

Make a list of ten organizations or individuals who are your top priority to thank.

#GroundedInGratitude

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**ACTIVITY**

Write a thank you note to one of those individuals or organizations.

#GroundedInGratitude

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**Trigger Moments!**



I will find you  
and I will Thank you

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**#ThankYou Prompts**

#GroundedInGratitude

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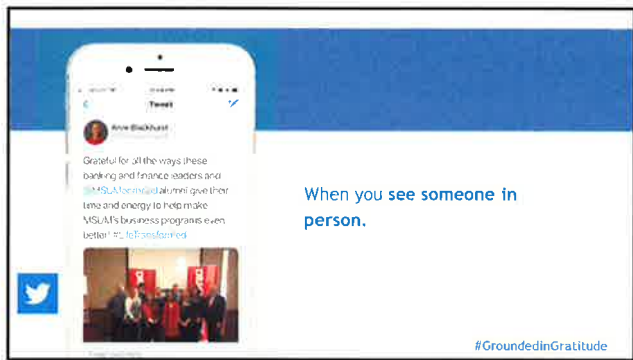
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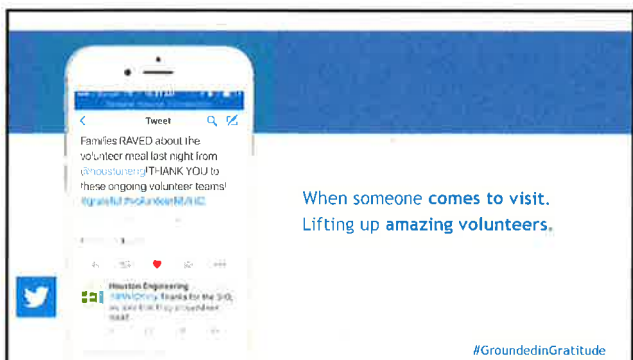
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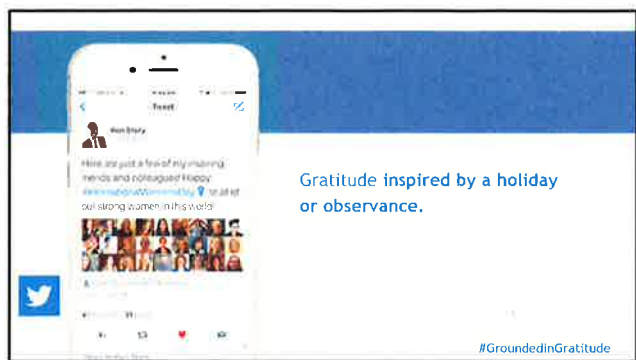
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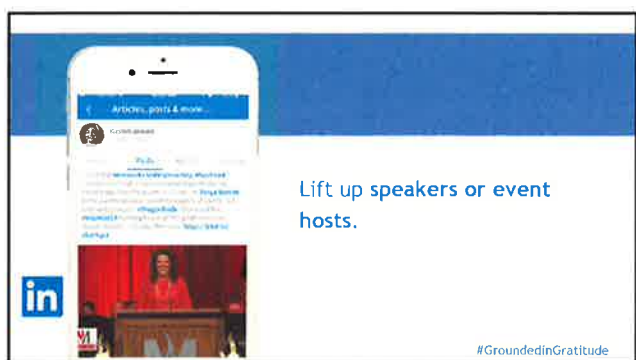
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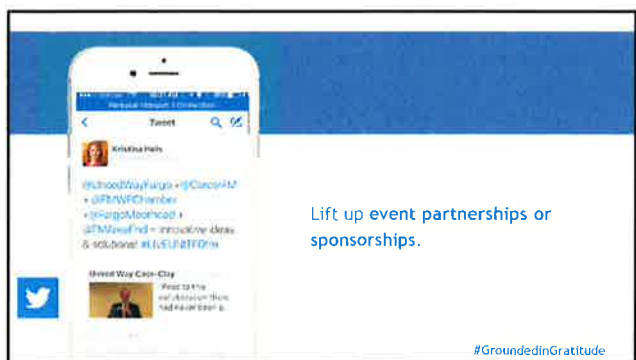
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Lift up connections when an event topic reminds you of them.

#GroundedInGratitude

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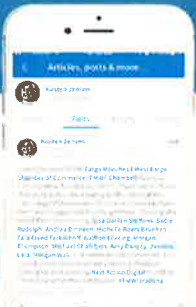
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Lift up connections related to an event or topic. [LinkedIn]

#GroundedInGratitude

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Lift up connections for a special achievement.

#GroundedInGratitude

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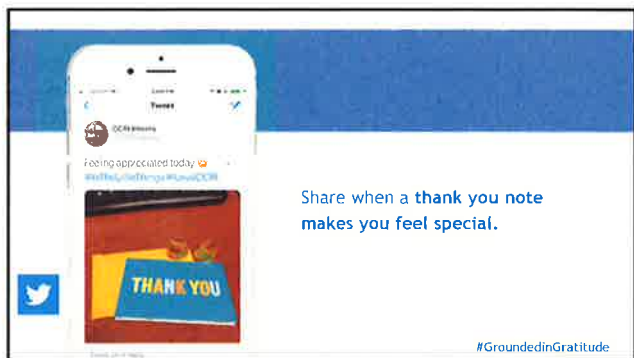
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**ACTIVITY**

Review the #ThankYou Prompts. Make a list of individuals or organizations that you are reminded to thank.

#GroundedInGratitude

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**ACTIVITY**

Look back through the camera roll on your phone and at your calendar for the past week. Who else should you thank?

#GroundedInGratitude

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# The Unexpected #ThankYou

#GroundedInGratitude

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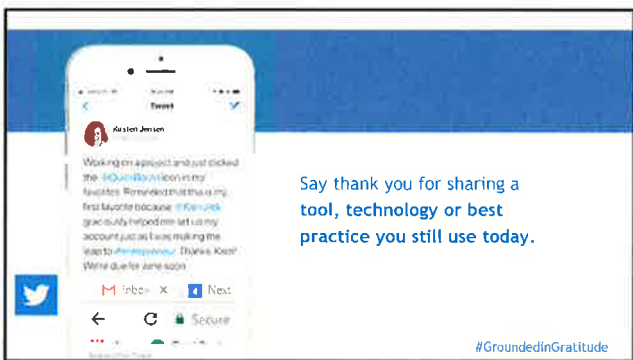
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Say thank you for sharing a tool, technology or best practice you still use today.

#GroundedInGratitude

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## ACTIVITY

Review the unexpected thank yous. Make a list of the people you want to thank.

#GroundedInGratitude

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**ACTIVITY - TEXT**

Open up your call or text log and scroll to the 20<sup>th</sup> person. Send a text.

#GroundedinGratitude

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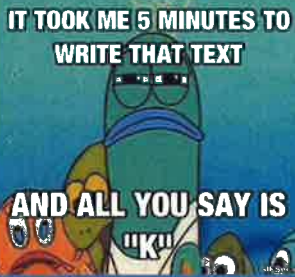
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#GroundedinGratitude

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**Go Deep**

#GroundedinGratitude

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**ACTIVITY**

Look at your original list of ten. For each, review the unexpected thank you list and note anything specific you'd like to thank them for.

#GroundedinGratitude

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**ACTIVITY**

Write a thank you note that is unexpected to someone on your original top 10 list.

#GroundedinGratitude

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**Introductions**

#GroundedinGratitude

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# Social Media #ThankYou Tips

#GroundedInGratitude

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Define a branded gratitude hashtag to connect messages of thanks.

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Don't forget to tag connections mentioned in a post.

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Mentions = L♥ve

#GroundedInGratitude

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Be creative and thankful in your replies.

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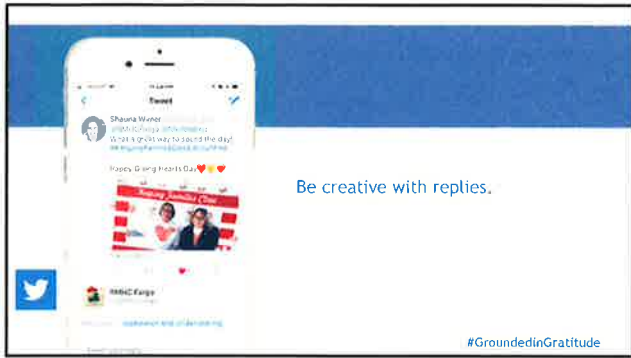
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Be creative with replies.

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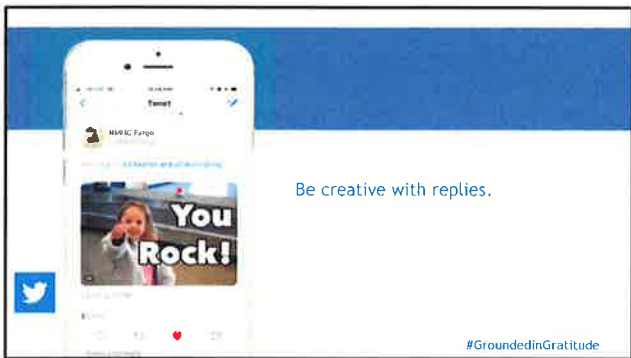
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Be creative with replies.

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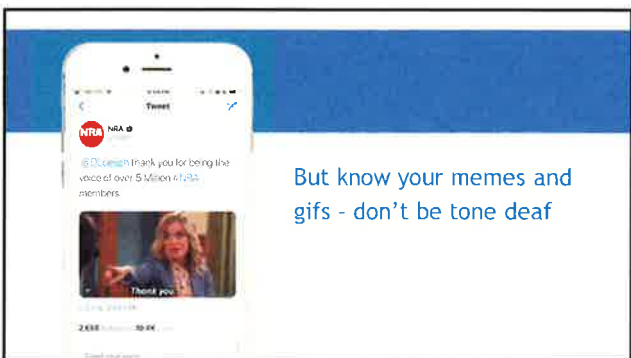
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But know your memes and gifs - don't be tone deaf

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Do something in the physical world  
that inspires social sharing.

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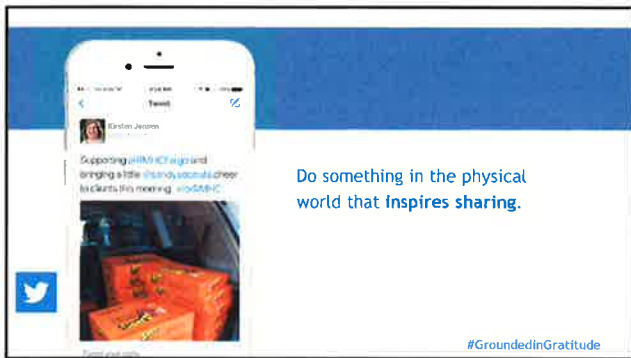
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Do something in the physical  
world that inspires sharing.

#GroundedInGratitude

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Create a cycle of thanks

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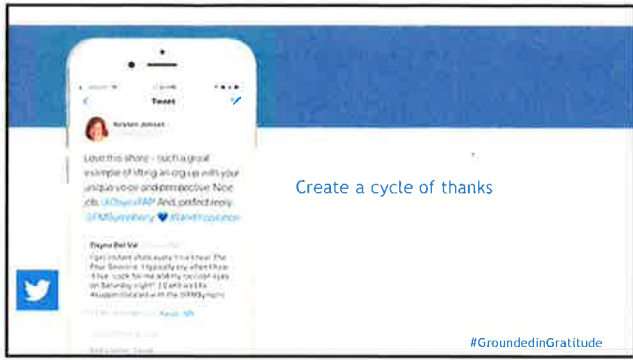
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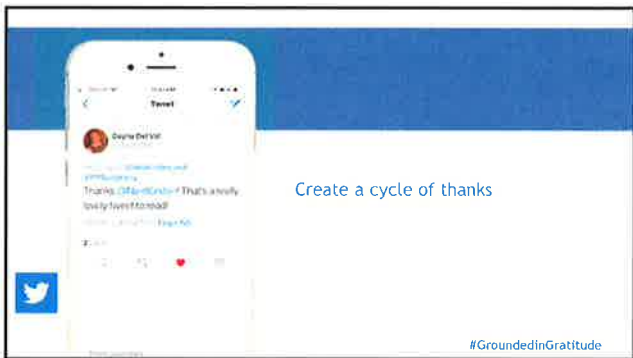
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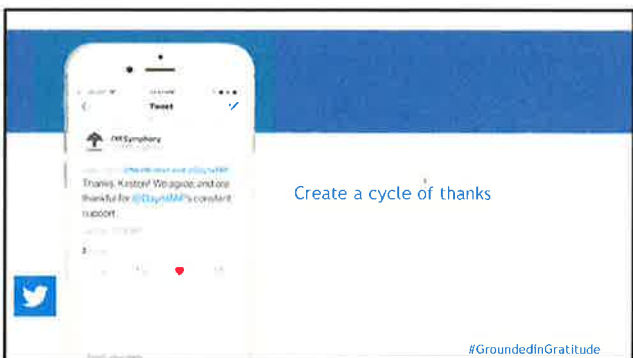
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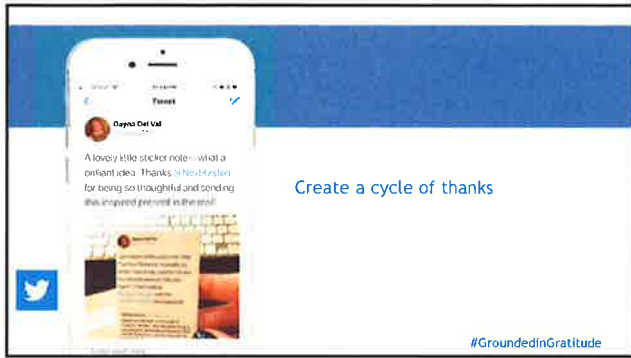
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Create a cycle of thanks

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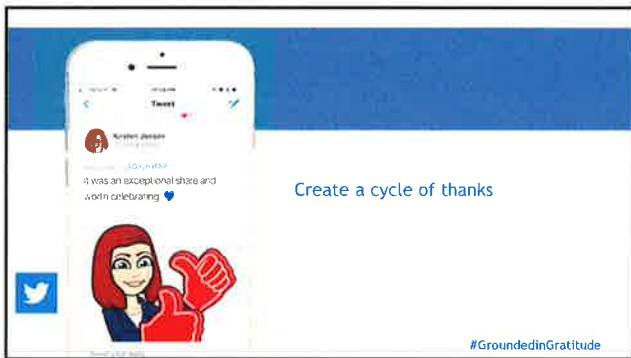
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Create a cycle of thanks

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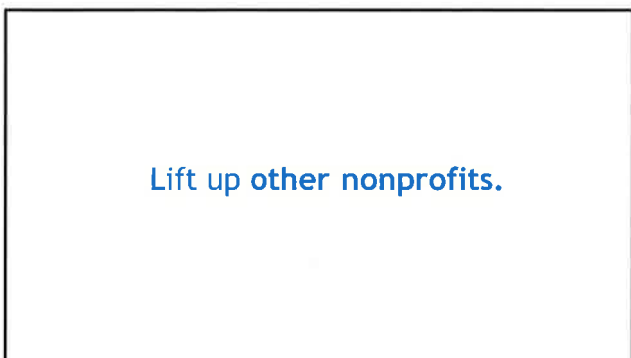
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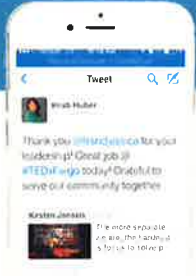
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>> Recognize Other Nonprofits



Lift one another up.

@ErikHuber | #FundLogic

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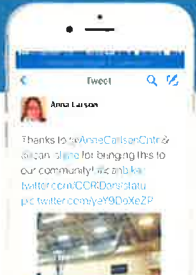
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>> Recognize Other Nonprofits



Thank other nonprofit organizations for their work.

@AnnaLarson | #FundLogic

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>> Recognize Other Nonprofits



Share how you are working together.

@KeriBarry | #FundLogic

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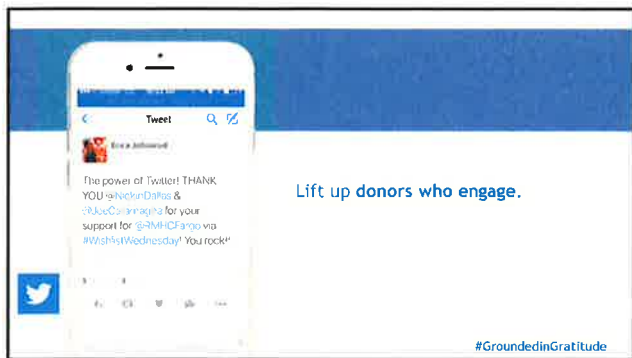
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Lift up donors who engage.

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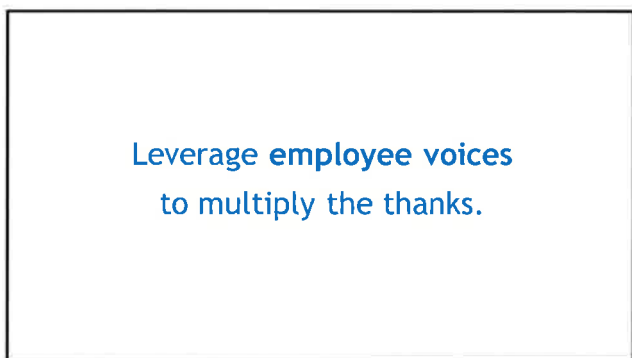
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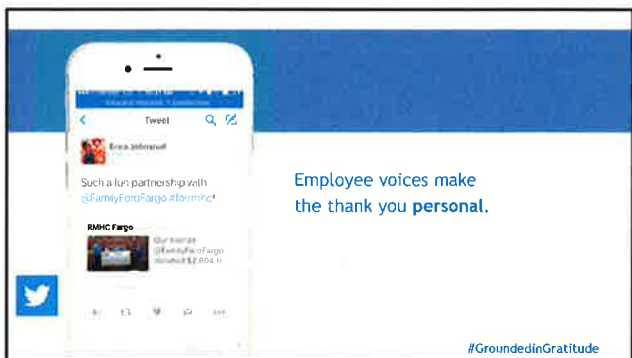
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Employee voices make the thank you personal.

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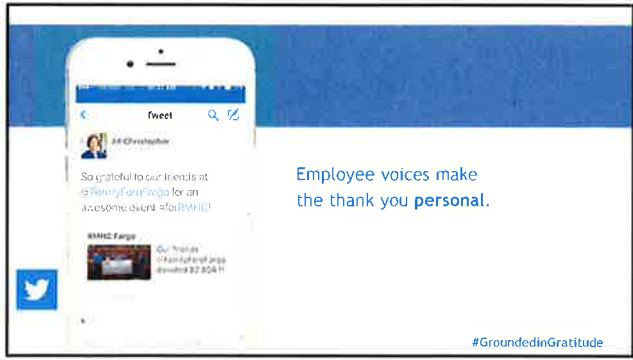
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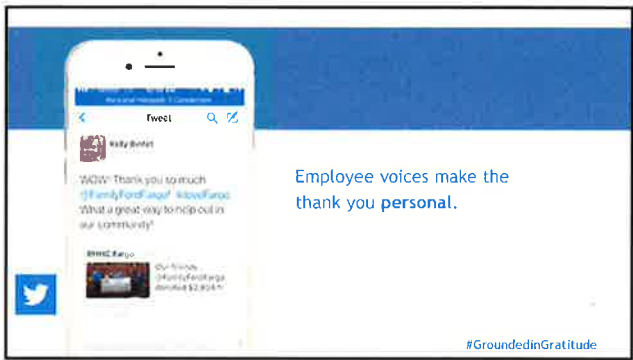
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**ACTIVITY**

Find a post from your organization that you can share adding your unique voice.

#GroundedInGratitude

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Put it All Together!

Thank you!  
NEXT EVENT:  
Please fill out the survey



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DoGoodBetterConsulting.com | @FundraisingDad

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