

Expressing Appreciation for your Volunteers & Supporters

The deepest craving of human nature is the need to be appreciated.—William James

Volunteers, including board directors and committee members, are extraordinarily generous with their time, skills, and knowledge. It is important to say “thank you” not just after big projects, but throughout the year. There are many great and small ways to show appreciation.

- Provide a comprehensive orientation—it will make everyone’s work easier.
- Send a thank you note from the board president, executive director, or project leader.
- Call just to say “thank you”.
- Post pictures of special events or other results of board and committee work on social media. Recognize people by name in a tag.
- Write feature articles about volunteers and their service to the organization; publish via newsletter, web page or social media.
- Publish a list of volunteers’ names in the organization’s newsletter, annual report, and website.
- Organize educational outings or sessions to help volunteers learn about the work of the organization; include a site visit so they can see the results of their work.
- Reimburse allowable expenses.
- Conduct annual appreciation events; nominate individuals for community awards.
- Provide training; pay for attendance at conferences and other training events.
- Create a pleasant and inclusive atmosphere with opportunities to do meaningful work.

Inexpensive and Fun Ways to Show Appreciation

A hand-made card with a child’s drawing or photograph of a relevant project

A Roll of Life Savers— “You’re a life saver... thanks for ...”

First aid kit— “Thanks for coming to the rescue”

Tootsie Roll (or nut roll)—“Thanks for rolling with the punches. “We’re on a roll with your help”

Slow Poke—“Thanks for seeing the project through to the end”

Red Hots—“Thanks for your passion for our work”

Fortune Cookie—“You are worth a fortune to us” “We are fortunate to have you as ___”

Sparklers —“You bring a spark to ___”

Fishing lure—“You’re a great catch” “Thanks for bringing in the _____”

Gold fish crackers—“Thanks for swimming upstream”

Mars, Milky Way, Man-in-the-Moon— “You are out of this world” “You make a world of difference”

Latte coupon—“Thanks a-latte!”

Nonprofit resource courtesy of



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