

DONOR APPRECIATION REPORT

"DAR" is intended for **active donors**. It focuses on appreciation, relationship-building, and communicating the impact of their support.



PURPOSE

To celebrate donors' impact, strengthen relationships, and highlight the Chabad House's life-changing work. It combines stories, updates, and reflections into one beautiful, uplifting message of gratitude.

This communication material also aims to bring donors face-to-face with specific people who benefit from the work, and remind them that they are part of a larger community of givers.



INTENDED AUDIENCE

All active donors from the past 24 months.



FORMAT

Printed, formatted in a designed layout, and emailed with a PDF attached.



SCHEDULE & FREQUENCY

Twice per year.



tone and style

Heartfelt, inspirational, grateful, classy, and visionary.



CONTENT ELEMENTS

- Cover
- Greeting / Message from the Rabbi
- 2 Letters from people impacted by Chabad
- 2 Donor Messages - "Why I support Chabad"
- Soft Ask (Optional)