

A Little More Gratitude. A Few Less Assumptions.



7 Ways to Make Your Holiday Donor Messages More Inclusive

Small changes in language can make a big difference in how welcome and appreciated your supporters feel. These examples can help you express genuine gratitude without assuming everyone shares the same traditions, circumstances, or experiences.

COMMON HOLIDAY MESSAGING

Instead of saying...

1

“Merry Christmas to all our donors!”

2

“Wishing you and your family a joyous holiday season.”

3

“In the spirit of Christmas giving...”

4

“We hope you’re surrounded by loved ones this holiday.”

5

“As you count your blessings this holiday season...”

6

“Give the gift of hope this holiday season!”

7

“May the new year bring you prosperity and happiness!”

A MORE INCLUSIVE APPROACH

Consider saying...

“To everyone who made this year possible: thank you!”

“Wishing you moments of peace, warmth, and connection this season.”

“In the spirit of generosity that brings our community together...”

“However you spend this season, we hope you feel appreciated.”

“As we reflect on the year, we’re counting the many ways you’ve made a difference.”

“Your generosity has already made a meaningful difference this year. Thank you.”

“As a new year approaches, we’re grateful to have you as part of our community.”



These are alternatives, not prohibitions.

The goal is to communicate genuine appreciation without assuming everyone shares the same traditions, circumstances, or experiences. A little more thoughtfulness can help every supporter feel seen, valued, and appreciated.



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