



Make them smile!

5 easy, budget-friendly ideas to surprise and delight your audience to help build a deeper connection with your supporters and keep them engaged with your cause.

B



Idea

1

Think about presentation

Example

Even simple items can surprise and delight when presented creatively. Recently, a client asked me to produce some lapel pins. Instead of handing them over as plain pins, we designed a simple card that reinforced the organisation's message. The response was overwhelming—people loved them! Without the card, the pins would have been just that—pins. Similarly, I've had A3 sheets of paper printed with repeat patterns matching an organisation's branding to use as wrapping paper for small gifts. **This thoughtful touch, although inexpensive, made recipients feel special and appreciated.**

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Idea



2

Give back to your supporters

Example

When I was a marketing manager at a non-profit, we decided to create quarterly gifts for our donors. We didn't have a big budget, but we did have a talented designer. As a team, we brainstormed ideas for printables we could send —calendars, holiday gift cards, even a foldable paper wallet design. You could also do colouring page for stress relief. These gifts were sent without an immediate fundraising ask, just as a thank you for their ongoing support. **This approach not only strengthened our relationships with donors but also increased the likelihood of them contributing again when we did make an ask.**

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Enhance event experiences with small touches

Example

Whether hosting a small gathering or a large donor event, small, cost-effective touches can transform an average event into a memorable one. Consider printing coasters with messages about your organisation to place around the venue, or putting up posters that make the space feel like your own. You likely already have this artwork—you might just need to print it. Think about whether you can include food that reflects your brand colours or values. You could also offer a small gift as a token of appreciation for attending, wrapped or presented in a way that delights—refer back to idea 1!

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Celebrate milestones creatively

Example

When reaching a significant milestone, consider sending a personalised thank-you note or a small gift to donors, partners, or volunteers. It could be as simple as a bookmark with a thoughtful quote, a photo of a project they supported, or a digital illustration acknowledging their contribution.

These gestures don't need to be costly, but they go a long way in making people feel valued and connected to your cause.

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Idea

5

Make them smile

Example

Another non-profit I follow sends out motivating quote graphics weekly to their audience. No ask, just a beautifully designed graphic with a motivating quote that people can share on social media, save as a wallpaper, or just smile about. Or share a video of something funny or heartwarming that happened as a result of their support. Or perhaps, send a funny, light-hearted email update or a behind-the-scenes photo of your team at work—something authentic that shows the human side of your organisation.

These small, thoughtful actions don't just make people smile—they help build a deeper connection with your supporters and keep them engaged with your cause.

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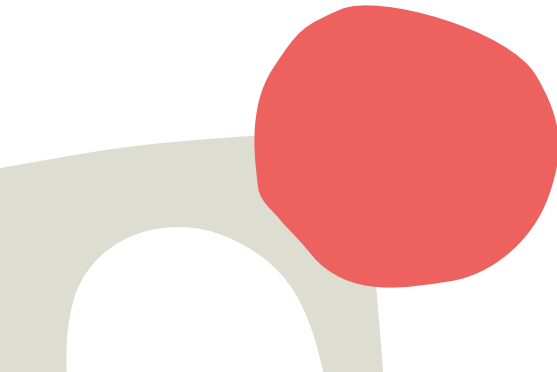
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**1. Follow
Wendy van Eyck
to learn how to grow
your non-profit brand.**

**2. Like, share, repost
and comment below.**



Myth

6

Good causes sell themselves; marketing is unnecessary.

Fact

Effective marketing helps differentiate an organisation, telling its unique story in a way that resonates with potential donors, partners, and beneficiaries. Without it, even the worthiest causes can struggle to gain attention and support.





Myth

7

Donors don't care about non-profit marketing efforts.

Fact

Many donors do care about how a non-profit presents itself.

A well-executed marketing campaign can build trust, demonstrate professionalism, and show that the organisation is effective and worthy of support. Donors appreciate transparency and seeing how their contributions help drive the organisation's mission forward.





Myth

8

Social media is the only marketing tool non-profits need.

Fact

A diversified marketing strategy is key to reaching a wider audience.

While social media is a powerful tool, a comprehensive marketing strategy should include multiple channels, such as email marketing, content marketing, public relations, and traditional media. Different channels reach different audiences, and a diversified approach ensures broader and more effective outreach.



we've got something for everyone



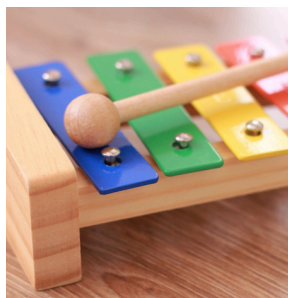
3 FOR THE ADVENTURER



4 FOR THE ARTIST



5 FOR THE CRAFTER



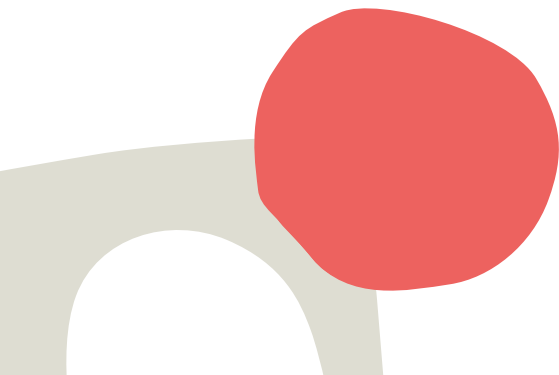
6 FOR THE MUSICIAN



7 FOR THE LEARNER



8 FOR THE ENTIRE FAMILY





LEGO BRICKS

\$15.00

colourful interlocking plastic bricks accompanying an array of gears, figurines called mini-figures, and various other parts. Lego pieces can be assembled and connected in many ways to construct objects



SCRABBLE

\$15.00

Scrabble is a word game in which two to four players score points by placing tiles, each bearing a single letter, onto a game board divided into a 15×15 grid of squares.



SPINNING TOP

\$15.00

A spinning top has a squat body and a sharp point at the bottom. It can be spun and balanced on the tip.