

Once your campaign is over, it is time to say thank you. Saying thank you to your champions and employees helps to increase employee engagement, morale and motivation.

Saying thank you to charities that you worked with helps to strengthen relationships and continue to build your connection to the community.

Recognition is an important element of a successful campaign. Keep in mind that people like to be recognized in different ways.

Here are the 4 types of recognition (as described by [Volunteer Canada](#)):

HEARTFELT HOORAY

- Prefer a personalized thank you for their volunteer efforts. It is important for them to hear about how their volunteering has impacted others.

GOODIES AND GIFTS

- They really enjoy receiving tangible tokens of appreciation for their volunteer efforts such as a mug, t-shirt or gift certificate.

MEET AND MINGLE

- Whether it is an informal outing or a formal get together, an invitation to socialize and network is their preferred way to be recognized as a volunteer.

FORMAL APPLAUSE

- They are so proud of their volunteer accomplishments that they want the world to know about them. They proudly display certificates, plaques and other accolades and are happy when their accomplishments are shared publicly.

Your Champions should receive a special thank you from the CEO. Consider presenting them with a certificate of appreciation, or a framed photograph taken at a campaign event.

Giving public recognition to a division or department which meets its goal is equally important. A plaque that can be hung in a public area, such as a reception area or cafeteria, is especially good. Some companies use a "traveling trophy" making for some friendly competition among divisions.



Did you know?

Do Some Good can be used to recognize your employees by @ mentioning them in stories and by collecting employee spotlight stories using our [ready-made templates](#). You can also mention organizations that you work with in your stories, add relationships with them and [receive testimonials](#) from them.