

The Thankathon **An Alternative to Your School's Phonathon** *by Barbara Barron*

A Thankathon differs from a phonathon in several key ways:

- A Thankathon can last longer than a night, and probably should.
- Volunteers are instructed to use whatever method of communication feels most appropriate. This could be a phone call, a text, an e-mail, or a tweet.
- No giving amounts are shared with volunteers so the thank you is a clean and simple thank you for supporting the school.
- Volunteers are instructed to thank only. No side door second asks permitted. Our noble goal is to spread goodwill. To demonstrate genuine appreciation. That's what builds real community.
- Messages left are encouraged. Because we are simply thanking, it's fine to leave a warm and appreciative message. If volunteers wish to leave their own contact details for further conversation, cool. Not required.

Like the Thankathon and want to improve it? Tweet at Barbara Barron @**BBAdvancement** and we'll share your good ideas with the community. Or simply visit www.BarbaraBarron.com.