



Fundraising 108: Fundraising Follow-Up and Thank You's

Sending follow-up emails, letters, and calls to your donors is one of the most important components of a successful fundraising plan. Do not be surprised if you have to follow up 3-4 times with your donors until you receive a donation. Do not get discouraged and do not think you are a pest – chances are they were busy and forgot. Timely and effective reminder communications are key!

Your Second Follow up Email, Letter, Call, or Newsletter

Send your second letter 1 month into the training season. Time this with a personal milestone: "Today, I ran/walked/biked across the Rose Bowl!" Not sure what to say? Ask your Mentor and/or Campaign Manager. Always send reminders around the 1st or 15th of each month.

What to include, in addition to all the points listed for your first letter (check these off as you go):

- Talk about how your honorees are doing, and include new statistics that speak to the success of LLS.
- Talk about how you're doing. "Last week, I applied chamois butter for the first time. So far, you've helped me raise \$2,000!"
- **For everyone who has not yet donated** (you should send two versions of this letter): "Don't worry, it's not too late!"
- **For everyone who has already donated:** Thank them again (because you already sent a card, right?), ask them to forward your letter to their friends, and include a reminder about matching gifts.

➔ **Tip! Revisit your donor network!** Are you surprised at this point by who has or has not donated? Go back to your donor network and check it out: Did you leave anyone off the list because you thought they wouldn't donate? Add them to the list and make sure they get your second letter!

➔ **Tip! Call your donor to remind them, then follow up with an email!** Statistics show that participants will receive an 80% response rate if they make reminder calls to their donors followed by an email.

Your Third Follow up Email, Letter, Call, or Newsletter

Send your third letter about fifteen days before your final fundraising deadline. You can send it earlier, but no later.

What to include, in addition to all the points listed for your first letter (check these off as you go):

- Say something new about your honorees, and include new information about the success of LLS.
- Talk about how you're doing. "It's been an amazing journey with TNT. I can't wait to start my event day!"
- **For everyone who has not yet donated**, you should send a version of this letter with this headline: "It's still not too late."

➔ **Tip! Raise over-and-above your fundraising total with your third letter!** If you think sending three letters seems like a lot, take note: With this third letter, many of our participants have raised about 30% of their total fundraising goal (which put them above their minimum).

Your Fourth or "Post Event" Follow up Email, Letter, Call, or Newsletter

Send the post-event letter within two weeks of completing your event. You can also use this as a post event thank you letter, as many of your donors will want to know how you did!

What to include, in addition to all the points listed above for the first letter (check these off as you go):

- How did your event go? What did you learn? What made you laugh?
- Give a fundraising update. How much have you raised? If you're only a few hundred dollars away from your goal, your donors will want to help you make it all the way there.

➔ **Tip! Send postcards from your event.** Postcards are creative -- they give your donors an extra incentive to donate again and again.

Thank You Note Ideas

Send a thank you note as soon as you find out you got a donation. Keep a box of stationery or cards handy so you can hand-write a note that day, and mail it the next morning. If you don't acknowledge your donors right away, they'll feel unappreciated. Make sure to include our Tax ID number 13-5644916.

You can find your donor's contact information in the "Donations Tab" on your eFundraising webpage. You can export the information to excel by scrolling to the bottom and clicking "Export Donation List to Excel." If you need help, please email supportservices@lls.org or call 888-LLS-7177.