



Follow-up Templates 1st and 2nd Attempt

What to include:

In addition to all the points listed for your first letter:

*Time this with a personal milestone: "Today, I ran all _____" Not sure what to say? Ask your mentor and/or team manager.

*Talk about how your honorees are doing, and include new statistics that speak to the success of Tedy's Team. *Talk about how you're doing. "So far, you've helped me raise \$2,000!"

*Give a personal fundraising deadline. Emphasize that you want to get all of your funds in by a certain date so you can focus on your training.

*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.

Pro 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. If there is someone you know who plans to donate but has not gotten around to it, give them a call.

They might just need a more direct reminder.

Follow-up for Success - 2nd attempt

Address this letter or email with this headline: "It's still not too late."

If you think sending three letters/emails seems like a lot, take note: With this third letter/email, many of our participants have raised about 30% of their total fundraising goal (which put them above their minimum).

Top Tip!

Raise over-and-above your fundraising total with your third letter!