



Email/Letter Follow-up Guidance

Now is the time to take a real look back at all the people you sent letters/emails to in the beginning and assess their position.

If you have yet to receive anything from them, follow-up with them! Did they say "no", or did they just not reply? If they just didn't reply, they may still want to help, but it's up to you to give them that opportunity, again.

It takes THREE touch points to each person before you get a donation or a response. REMEMBER THAT.

Follow-up is the single most important aspect to a successful fundraising campaign!

Initial Follow Up:

Always send reminders around the 1st or 15th of each month.

Second Follow-Up:

Send a letter or email out about 15 days before your final fundraising deadline. You can send it earlier, but no later.

WHEN IN DOUBT. CALL LIZ