



Following Up With Donors

Follow-up is the key to success. People may get busy and forget – don't let them forget about this amazing thing you are doing help grieving children!

1. **Send a reminder.** Keep a list of those who sent donations. Send a reminder to those what have not yet donated or registered. Include updates in your reminder; let them know that fundraising is going well, but you still have a bit farther to go. Sometimes reminder letters are more successful than original letters for bringing in money.
2. **Send updates.** It is always important to send updates on your progress/goals to your entire list, those who have responded to previous communications, AND to those who have not.
3. **Send a “thank you” card.** “Thanks” is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter how small the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for a future DIY Fundraiser events.
4. **Put your HEART into your follow-up.** Tell them why you are doing this. Make it personal – explain why this cause, this experience, and this commitment are important to you.
5. **Update your fundraising page.** Include new pictures, recent milestones, and team/mission related stories to draw people to visit your fundraising page again and again.
6. **Use a “signature”** on your outgoing emails and a special outgoing voicemail (or answering machine message) to constantly and passively remind people about your endeavor.
7. **Update your social media** networks with information about your fundraising efforts (Facebook, Instagram & Twitter).

Don't take it personally! Many participants tell us they are surprised at who contributes and who does not. It's important for you to be prepared to accept whatever is said. If someone chooses not to contribute, thank them for taking time to consider it. It's impossible to know why people choose to donate or why they may not. Don't take it personally, and just continue to ASK EVERYONE.