Starting Off on the Right Foot

How to welcome and keep brand new monthly donors
Tweeting Off on the Right Foot

#afpcongress
#monthlychemistry
@DavidKravinchuk
Learn how to create an effective welcome process for your new monthly donors.

Learn which channels work best for communicating with specific monthly donor segments.

Learn how to optimize your communications schedule to keep your monthly donor happy and committed to your organisation.
Loyal
Legacy

(cleaner throat)
How do you do it?
Help the poor, please folks.
Yeah Doctor
December 31, 1970

Dear Mr. Presley:

It was a pleasure to meet with you in my office recently, and I was very much taken with your generosity in giving me the Commemorative World War II Colt 45 pistol, encased in the handsome wooden chest. You were very kind to recall me with this impressive gift, as well as your family and I am delighted to have them as my collection of special mementos.

With my best wishes to you, Mrs. Presley, and to your daughter, Lisa for a happy and peaceful 1971.

Sincerely,

RICHARD NIXON

Mr. Elvis Presley
Box 417
x
Madison, Tennessee 37115

RN/lf/cf/cf
gift
Miss Generous Donor
Apartment 1001
10010 101 Street
Edmonton, AB T5A 1A1

Dear Miss Donor,

Thank you for your decision to become a monthly donor. Your gift of $<<monthly gift amount>> each month will make a real difference for children and families struggling with poverty in our community. Your gifts are so important. Your loyalty is even more so.

Thank you!

Lsvajlenko@myunitedway.ca. My office hours are 8 a.m. to 4 p.m. Monday to Thursday.

I also want to let you know that your donation is truly treasured here at United Way. You will receive updates throughout the year, showing you how your dollars are helping children, families and individuals right here in our community.

If you have any questions about how your donation is invested please don’t hesitate to contact me. My direct work phone number is 780-443-8343 and my email address is Lsvajlenko@myunitedway.ca. My office hours are 8 a.m. to 4 p.m. Monday to Thursday.

Once again, thank you for standing with me and all of the other United Way donors so we can end the devastating effects of poverty in our region.
Better

IMPORTANT TAX INFORMATION ENCLOSED
Communicating with our supporters is important to us as your donations are. Please check the box to update us on your contact information. Your current email address is {email address}. Your name, telephone number, and mailing address are also important to us. Also, you can change these details by visiting our website. In keeping your contact information current, you will receive important information about the University of Alberta. Thank you for updating your contact information with the University of Alberta.
Donated books find a home in northern school

By Theresa Kirkpatrick

SASKATOON — There’s nothing like a book to open a child’s imagination.

Last week, children in the Northern Saskatchewan community of Brabant Lake got the opportunity to let their imaginations run wild as 82 boxes of books arrived. The books were a donation from the Saskatoon Symphony Book and Music Sale.

“This all started with a flea market we had at St. Paul’s (Cathedral in Saskatoon) on May 6,” said Elizabeth Sliva, along with Terry Harley and Stuart Saunders, head up the Saskatoon Symphony Book and Music Sale.

“I was talking to Marlene Reinild and told her I would help with the left-over books and records on the Saskatoon Symphony Book and Music Sale. She told me they had a request for the books from a principal at Brabant Lake,” said Sliva.

Sliva immediately saw an opportunity as the symphony sale had cartons of leftover books from previous sales to give away.

“We were always looking for someone to take these. They’re too good to throw away so I got in touch with (principal) John Caswell to find out what they wanted and he arranged with Ridsdale Transport to have the books picked up,” she said.

According to Harley and Saunders, they helped load the northbound train. Recently, the cartons of books included some National Geographic, textbooks, autobiographies, plenty of children’s books, some puzzles, and even the recycling books.

“People donate books and even the recycling books. Sometimes people ask us to do with the leftovers and we find homes for them. This is a good home,” said Saunders.

Harley describes the Symphony Book and Music Sale, which raises more than $30,000 annually in support of the symphony, as “Saskatchewan’s biggest recycling project.”

It is run entirely by volunteers and includes records, CDs, cassette tapes, sheet music, and books of all sorts from cookbooks to fiction to textbooks and anything in-between.

“Most of us are in this to support the symphony and because we love books,” said Sliva.

Harley said the Saskatoon Symphony Book and Music Sale donated books to many organizations, such as Eagle, the Salvation Army, and the Ark in Assiniboia.

The sale is expected to take place in Spring 2001 and Sliva, Harley, Saunders, and company are already busy collecting books, sheet music, videos, CDs, records and tapes. People wanting to drop off their donations can do so at Canada Post, Centennial Plumbing, Darren’s Music Place, Fineshine, J&S Picture Frame, Klombies/Galon, LaRoche McDonald Agencies, McNally Robinson Bookstore, Mount Royal Drugs, Wiley’s Jewellers, the Saskatoon Symphony Office in Saskatoon, Shopper’s Drug Mart in Humboldt, or at The Parsons in North Battleford.

Donors who require pickup or those wanting more information, can contact Pauline Grant at 306-222-2222 or 306-222-2222.

BOOKS DONATED — Terry Harley from the Saskatoon Symphony Book and Music Sale checks out the stack of 82 boxes of books the group donated to Our Lady of the North school at Brabant Lake in Northern Saskatchewan.
And most important, your support means a stronger community of like-minded, engaged, informed and fearlessly Canadian citizens as more ideas will be exchanged and issues exposed. Your donation to The Walrus Foundation will ensure these Canadian values persevere.

I invite you to join the Canadian conversation. Please click here to sign up for our monthly eNewsletter. You can also visit our website to learn more about all The Walrus Foundation’s work that your gift supports including the magazine, WalrusTV and The Walrus Talks.

And please reach out to our Philanthropy Coordinator, May Ardekani by email (may@thewalrus.ca) or by phone 416-971-5004 ext. 238 if you have any questions about your donation. You can also connect with me directly using my contact information below.
“I cannot thank you enough for the help, compassion and love you have showed my family and community in this time of crisis! You are made up of some amazing, wonderful people.”

I wanted to share this with you because these words of gratitude are not just for the Red Cross – they are for you and thousands of other Canadians who gave so generously following the devastating wildfires.

As you may already know, your overwhelming support is now providing $50 million in financial assistance to people forced to evacuate, many who left with almost nothing. Through direct cash transfers, individuals and families are getting vital help to meet their immediate needs during this incredibly difficult and stressful time.

**The road ahead**
Of course, this is only the start. With your support, we have mobilized more than 600 volunteers who are working tirelessly on the ground to reach out to evacuees. Together, we will remain by their side for as long as help is needed.
For many, the road back will not be easy. But thanks to the generosity of people like you, $48 million has already been provided to more than 38,000 households. This week, we announced the following additional support to impacted individuals and their community:

$15 million to help people get back home, through flights and bus transportation
$25 million in cash assistance to help people purchase essential household supplies
$50 million in grants to empower the community to rebuild
<table>
<thead>
<tr>
<th>Touchpoint/process</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not able to process; credit card lost/stolen; NSF, other</td>
<td></td>
</tr>
<tr>
<td>Pre-expiry: credit card</td>
<td></td>
</tr>
<tr>
<td>Donor downgrades</td>
<td></td>
</tr>
<tr>
<td>Donor requests cancelation</td>
<td></td>
</tr>
<tr>
<td>Donor requests hold</td>
<td></td>
</tr>
<tr>
<td>Deceased</td>
<td></td>
</tr>
<tr>
<td>Returned mail</td>
<td></td>
</tr>
</tbody>
</table>
ANNUAL PLAN

6-20-2035

- Tell Sine to organize the garage
- 9am Sam meeting
- Fix my robot
- Download guitar playing
  
  - Train implant
  - Rob
EVERYBODY GETS A SPREADSHEET!!
<table>
<thead>
<tr>
<th>Regular Donor Segment</th>
<th>Activity Description</th>
<th>Timing</th>
<th>Communications Channel</th>
<th>Stewardship/Solicitation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Mail</td>
<td>January Renewal Appeal - piggyback</td>
<td>third week</td>
<td>mail</td>
<td>upgrade and stewardship</td>
<td>1. segment regular givers into recent upgrades vs. no upgrade for 12 months. Givers who responded to Single-Gift request in prvs Nov should go into 'no ask' 2. Regular</td>
</tr>
<tr>
<td>Digital</td>
<td>January Renewal Appeal - piggyback</td>
<td>third week</td>
<td>mail</td>
<td>upgrade and stewardship</td>
<td></td>
</tr>
<tr>
<td>Face-to-Face</td>
<td>January Renewal Appeal - piggyback</td>
<td>third week</td>
<td>mail</td>
<td>upgrade and stewardship</td>
<td></td>
</tr>
</tbody>
</table>

| **Payroll**           |                      |        |                        |                          |       |
|                      |                      |        |                        |                          |       |

| **April**             |                      |        |                        |                          |       |
| Direct Mail           | newsletter - piggyback | third week | mail                   | stewardship              | send by mail or email depending on donor preference; default to mail |
| Digital               | newsletter - piggyback | third week | email                  | stewardship              | send by mail or email depending on donor preference; default to email |
| Face-to-Face          | newsletter - piggyback | third week | email                  | stewardship              | send by mail or email depending on donor preference; default to email |
| Payroll               | newsletter - piggyback | third week | email                  | stewardship              |       |

| **May**               |                      |        |                        |                          |       |
| Direct Mail           |                      |        |                        |                          |       |
| Digital               |                      |        |                        |                          |       |
| Face-to-Face          |                      |        |                        |                          |       |
| Payroll               |                      |        |                        |                          |       |

| **June**              |                      |        |                        |                          |       |
| Direct Mail           | RND telemarketing - piggyback | first week | telephone              | upgrade and stewardship | Thank You call for upgraded donors; upgrade call to yet-to-upgrade donors |
| Digital               | RND telemarketing - piggyback | first week | telephone              | upgrade and stewardship | Thank You call for upgraded donors; upgrade call to yet-to-upgrade donors |
| Face-to-Face          | RND telemarketing - piggyback | first week | telephone              | upgrade and stewardship | Thank You call for upgraded donors; upgrade call to yet-to-upgrade donors |
| Payroll               | RND update note/email | first week | mail                   | stewardship              | send by mail or email depending on donor preference; default to email |

| **September**         |                      |        |                        |                          |       |
| Direct Mail           | RND update note/email | first week | mail                   | stewardship              | send by mail or email depending on donor preference; default to email |
| Digital               | RND update email      | first week | email                  | stewardship              | send by mail or email depending on donor preference; default to email |
Happy Thanksgiving

Your monthly gifts go directly to four key areas:

**A Promise from the Stollery Children’s Hospital Foundation:** Your monthly Miracle Maker donations are carefully managed. Items like the intra-operative MRI that helped Alycia, are purchased based on recommendations from a group of front line doctors and nurses. The fund also has oversight from accredited financial professionals and senior volunteers. You can view an audited copy of our current financial statements at www.stollerykids.com/about-us/annual-reports. You may contact Cyndi Mathews at 780-431-4617 or by email at cyndi.mathews@stollerykids.com with any questions, including updating your contact preferences.
GET SPONTANEOUS
Learn how to create an effective welcome process for your new monthly donors.

Learn which channels work best for communicating with specific monthly donor segments.

Learn how to optimize your communications schedule to keep your monthly donor happy and committed to your organisation.
What will Rick Astley Never do?

A. Give you up
B. Let You Down
C. Run Around
D. Desert You
E. Make You Cry
F. Say Goodbye
G. Tell A Lie
H. Hurt You
I. All of the above
T. HANKS

@DavidKravinchuk
Linkedin.com/DavidKravinchuk
david@fundraisingpharmacy.com
1-800-991-3318 x101 (North America)
0800 995 054 (New Zealand freephone)