



How to A.S.K.

It takes approximately 5 asks for a donor to respond. Your campaign should consist of at least 5 different ways to ask.

- 1) Hard copy letter home
- 2) Paragraph in weekly e-mail newsletter
- 3) Connect-Ed call from a teacher or principal
- 4) E-mail from teacher or room parents
- 5) Personal phone calls from Board members

Seven Thank Yous*

After you G.E.T. a gift, you should thank a donor seven times. Following are seven ways that you can thank your donors throughout the year:

- 1) IRS Thank you letter
- 2) Handwritten note
- 3) Phone Thank-a-thon
- 4) Postcard showing their gift in action
- 5) Donor wall and/or Bulletin Board in your school's lobby
- 6) Website posting and/or feature
- 7) "When they least expect it" Holiday card – Valentine's Day, St. Patrick's Day, Mother's Day, Spring is Here, Mardi Gras . . .

*Ok, I couldn't stop at seven, so here are a few additional ideas

- 1) Lunch with the principal and their child
- 2) Ice cream certificate in their child's backpack
- 3) Note from a student/group of students
- 4) Photo collage of programs
- 5) Any clever idea you come up with that enables them to feel special and like you've noticed.