



***(Note: This is just a tiny sample of what lies in store for you each week of this course. Each week you'll get a 15+ page pdf with lots of examples, worksheets, and clear directions on how to make your monthly giving program shine! [Click here to learn more.](#))***

# Creating a Cost-Effective Welcome Kit

How do your donors decide to give and keep giving to you?

One word: Emotion.

We are emotional decision-makers. That means we'll decide that we want to do something, and then afterwards logically justify why we want to do it. We can come up with lots of good reasons why it's a good idea, as long as we've emotionally decided first.

If you want people to keep giving to you monthly, you need to make them feel, and then follow up with the facts. One of the best facts of monthly giving is that it is more cost effective for your charity, and you can play up how your donor is being part of the solution, not just for your participants, but for your charity to use their money even better.

**Start with emotion. Give a hug to your monthly donor with your welcome kit.**

The welcome kit is one of your best tools to make sure that your monthly donor feels truly loved and cherished by your nonprofit. How can you instantly welcome your donor, no matter where they are, with the equivalent of a big, warm hug?

Here are some welcome kit ideas for your monthly giving program.

These ideas could apply to a human services nonprofit.

## **Graphic design:**

Fun envelope (b&w pic of mom and kid on outside saying thank you.)

## **Enclosures ideas:**

- Greeting card
- Bumper sticker
- Address labels
- Pen
- Postcard

- Calendar
- Magnet
- Bookmark
- Buck slip

### **Letter text**

Includes

- What this level donation will do,
- When they can expect updates,
- Personal contact info if they have questions, plus
- Invite to your next event/yearly calendar of events.

Letter personally signed by Executive director

**Your Homework: Look at other welcome packages to get ideas:**

<http://www.sofii.org/node/156>

<http://www.sofii.org/node/316>

<http://www.sofii.org/node/158>

<http://www.sofii.org/node/310>

**But don't stop there!**

Your new monthly donor needs to feel surrounded by love and attention from your nonprofit. Emails are free. Why not add automated emails to your welcome kit mix, so that you can help your donor feel even more involved?

# Follow Up Emails Create A Deeper Relationship

Your welcome kit needs to be integrated with a series of follow-up emails.

How should this sequence of follow up emails go?

Here's an example sequence to make sure your donors remember you.

**Day 1:** On the day of their donation, send a Thank You So Much! Email.

**Day 2:** On the second day after their donation, send a survey. Ask these questions:

- How often would you like us to communicate?
- How did you hear about us?
- What aspect of our mission do you find most important?
- Do you give to other charities? If so, who do you give to?
- Would you like our annual report?
- Would you like to attend our events?

If you'd like more ideas for questions, check out some sample surveys for your donors from SOFII:

<http://www.sofii.org/node/157>

<http://www.sofii.org/node/52>

## **Day 4: Hit them with emotion**

On the 4th day after the donation, send an email that looks like a handwritten note from a participant. Include a photograph and share what this person can accomplish now, with their help.

## **Day 6: Hit them with logic**

On the 6th day after the donation, write about your efficiency as a charity and how the donor helps you be more efficient by giving monthly.

# Fantastic Monthly Giving Welcome Package Worksheet: What will your welcome package include?

What picture could you put on the outside of your envelope?

\_\_\_\_\_

My enclosure will be:

\_\_\_\_\_

When can your donor expect updates?

\_\_\_\_\_

What is an event you can invite your donor to?

\_\_\_\_\_

What will your survey questions be?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

*This is just a small sample of the full 5 week e-course.*

*[Click here to learn more.](#)*

*Or if you're ready to get the [early bird discount](#), then just [click here](#) and you'll be taken directly to [save \\$20!](#)*