Data2Donors Check list

Welcome Packet Ideas

* There are different paths you’ll be creating to gather new up to date contact information, and you should plan ahead on how to reply differently to welcome them back to Camp. Here are the different ways you might be getting Alumni information
  1. A volunteer gives contact information from their network of friends. (How will Camp be in touch again, and invite them to stay in touch with camp?)
  2. Research tools provide you with good contact information. (What message would you send to re-engage with this Alum?)
  3. You start a social media campaign to ask for contact information, and people start to respond. (What welcome message would you send to them?)
  4. Your website has a place to enter in contact information. (How do you reward such action with a response?)
  5. Your events have registration and you now notice with good new contact information comes your way. (What will welcome them and encourage them to stay in touch?)
* Think about the “Ask” and the “Offer.” The “ask” is what you are asking people to do right now, i.e., you are asking people to provide you with current contact information. The “offer” is what they get in return for taking action. Some ideas for “Offers” include:
  + Monthly e-newsletter
  + Announcements of Reunions and Anniversary events
  + A drawing for a camp t-shirt
  + Information on how to order camp stuff on-line
  + Recognition wall for couples who met at camp
  + Camp Baby bib for births
  + Discount for Alumni families that register kids
  + Discounts on rental of camp for private events such as weddings
  + A warm and happy feeling of being connected to camp again
  + The hope that old friends will be back in touch
  + Memories, and invitation to get connected again

Other Asks might be

* + Requests for stories about camp
  + Request for referrals of kids who might be interested in camp
  + Requests that they come back for Anniversary events
  + Request for a donation

Be sure that your Ask and your offer are clear each time.

* Write a standard warm and friendly email that goes to anyone who submits his or her updated information on-line, (e.g., when you hit the “submit” button on-line the response doesn’t have to be “your information has been received”).
* Make sure it is clear what they can expect from Camp now that they are in touch, and be sure to fulfill that promise.
* Record a “welcome” video, and send link to new contacts.
* Look at samples from other Camps and other non-profits.
* What would be delightful, simple, fun, and very much like camp? Keep it simple.
* Test your system to see if it works and inspires