Data2Donors

Check list for Volunteers willing to help reach out to Alumni and Friends

Thank you so much for your volunteer time and efforts – it is invaluable and deeply appreciated! The volunteer group can expect to dedicate at least 10 or more hours of volunteer help between now and January.

The three primary tasks for this group will be 1. Provide good contact information of camp families you know from your own network of friends. 2. Review lists of names missing contact information and try to see if you can help get good information, and 3. Help plan for a welcome packet to reconnect with people once we do get good contact information.

There may be more work we would like to accomplish together, and this group may choose to keep working past January.

Here is a check -list of things you can do as a team and individually to make a difference:

As a Team:

* Schedule at least three meetings between now and January
* Get to know more about what the camp is already doing for Alumni Outreach
* Review lists of names without good contact information, and see if you know anyone, or can help track down current information
* Strategize a welcome packet and information for Alumni you get back in touch with
* Help review plans for Alum Engagement
* Decide if this group will continue to keep working together after January 2014.

On your own:

* Bring at least 5 current names, addresses, and contact information of past campers or camper families from among your circle of friends
* Try to use your friendship circles, networks, and social media to get back in touch with lost Alumni, encouraging them to be in touch again
* Volunteer to write personal notes to “found” Alumni
* Represent Camp at other Jewish events, and see if you can meet other Camp Alumni

October: Form Committee, review program goals, bring at least 5 good contacts, start discussion of welcome packet(s).

November: Continue to meet and work on above, review lists of names that are missing contact information. Work to find missing contact information using your networks.

December: Continue work listed above, and decide if you will continue to meet in 2014.

**Data2Donors, a new program of JCamp 180**

For more information, contact [Julia Riseman](mailto:julia@hgf.org), JCamp 180 Mentor

Good data practices will help sustain your camp’s fundraising efforts for years to come. JCamp 180 is a program of the Harold Grinspoon Foundation. We provide free consulting services to non-profit Jewish Camps across North American. Data2Donors is a new program to provide your camp with a systematic and supportive approach to increasing the total number of accurate Alumni records in your donor database, and then we’ll run your data through programs to help identify prospective major donors from among your camp's community *for free*. The result will be increased capacity to turn your database into donors of camp.

But prospect research only works if you have names and good/current addresses in your database. And contacts only become donors when they are invited to contribute. That is why your camp needs your volunteer help. Thank you for dedicating your time and efforts to either help reach out to lost Alumni and Friends of Camp or to help reconnect with prospective major donors.

Here are the three primary purposes of Data2Donors:

1) **Major Donor Research**. Data2Donors provides a systematic approach to Major Donor Prospect Research and helps your camp to prepare a qualified major donor prospect list. Our program will pay for your donor list to be run through [**WealthEngine**](http://www.wealthengine.com/), to merge the findings into your data base, and help you to create a ready-to-use qualified major donor prospect list to share with key volunteers. Your Camp has agreed to put this list to work by engaging in major donor fundraising by March 2014. We will also provide a free training.

2) **Finding Lost Alumni**. Data2Donors provides a systematic approach to finding lost Alumni and increasing your capacity for greater Alumni outreach. From November to January, this program will guide you through steps to increase the number of good Alumni and camp family names and contact information in your donor database.  Our program will pay for your donor list to be run through [**AlumniFinder**](http://www.alumnifinder.com/), and then merge the results back into your Camp’s database.  Before that process you have volunteered to help add in missing names, clean up your database, and locate as many updated contacts as possible. In November and December we are asking you identify and reconnect with lost Alumni. Your camp has agreed to put in the time and effort to increase the total number of good records in their databases - and we’ll need your help to plan for welcoming back these newly found Alumni.

3) **Database Maintenance**. Data2Donors provides best practices in nonprofit donor database maintenance and management. Throughout this program you will work through assignments to help improve the quality and functionality of your database system and improve your organization's ability to put the data to work for increased fundraising. We are seeking camps that will put in the staff or volunteer time and effort into improving their database.

Data2Donors (Turning Data Into Donors) was developed to help you use your donor database as the foundation for fundraising and Alumni Outreach.