**Welcome to Data2Donors 2017-2018**

**Welcome.** Here is your welcome packet to the program, orientation, and next steps. In this packet you will find:

Overall

1. This letter to orient you to D2D
2. Data2Donrs Program Requirements
3. The Syllabus for the program
4. FAQ
5. Data2Donors Book (as PDF)
6. GoToMeeting calendar invitations for our monthly webinars (under separate cover)
7. A link to a pre-program assessment (due as ASAP, but no later than Nov 8th)

First Workshop Materials

1. A template for your “State of the Data” report (due Nov 8th)
2. A check list for “No More Dusty Reports”
3. Instructions for flagging D2D records in your database
4. A sample of “welcome back” on-line messages

Second Workshop Materials

1. Volunteer Management for D2D
2. A check list for “welcome back” for lost Alumni
3. Sample Lost Alumni Welcome Letter
4. A sample Alumni Directory message from a camp (using a paid service)
5. A list of reasons why people give to camp

This program is presented to you in three parts:

**Part 1: Finding Lost Alumni. Y**ou will work hard to get as many good addresses into your database as possible. ***October-February***

**Part 2: Identifying Potential Major Donors.** You will work on running your data through Alumni Funder and WealthEngine. ***February - May***

**Part 3: Advancing Major Donor Fundraising.** You will learn how to use the results of WealthEngine to aid in major donor fundraising, and end the program with learning how to maintain your good data habits. ***May-June and September***

We look forward to meeting you in person at the kick of the program during the JCamp 180 conference in October. You are expected to attend two workshops on Tuesday morning, October 24th. The first workshop starts at 9:15 am, is titled “Turning Your Data into Donors,” and it will cover the first unit of the program (“No more dusty reports”). This workshop is open to the public. The second workshop is closed to just our group, starts at 11 am, and is focused on coordinating volunteers during the Data2Donors program.

**Your First Step**:

1. Please fill out this baseline assessment before you start the work of this program. <https://pjtest.wufoo.com/forms/q4ult6i16xl3a6/>

If you have any difficulty pulling the reports you need to fill out this survey, contact [Kevin@hgf.org](mailto:Kevin@hgf.org) for help. If you find yourself guessing or fudging the numbers, ask for help.

1. Your first homework and “State of the Data” Report is **due Nov 8th**. Please review and submit your homework here: <https://pjtest.wufoo.com/forms/q9lp9eu0c3vdod/>

Your homework includes a written “State of the Data” Report. You can find a template for this report in this welcome packet.

1. Please send Allison **two photos, one of yourself and one of your camp**. We use these photos during webinars to “know who is talking,” which makes the webinars more fun and engaging.
2. Please review the Syllabus now, and develop your work plan for the coming year. Allison will be sending out meeting requests with the links to the webinars to you before the end of the month. Please add these dates to your calendar.

Thanks, and please let me know if you have any questions! Julia@hgf.org