

6-FOLLOW UP

Equipping Notes

Fundraising Resources

SYNOPSIS

During the follow up phase, we have a choice of approaching it as the buzzing pest or as the friend who is continuing the relationship. We should always remember that our supporters are busy and often procrastinate until given deadlines.

KEY POINTS

Make the following considerations as you plan out your fundraising season and how the strategy behind your asks will play an important part in your success.

- **Have a plan.** Even though you just poured your heart out in the snail mail letter you sent them and made the most dynamic and specific invitation at the end asking them for a donation, a donor has not gotten back yet. It is important, to remember that friends can often be very busy and not intentional in ghosting you. Create a plan on how and when you will follow up. Let the methods become closer to home the further you go, where you could start with a letter, then go to email, then to personal text, depending on how the communication happens. All the while you are seeking friendship just as much connecting with them to support.
- **Friendships bake and then they are ready.** Most friends don't realize that there is this impending donation they need to do in how they relate with each other. Remember that friendships take time. How do you think this person might be letting the opportunity bake in the oven before they are ready to be a part?
- **How do you plan on continuing to go deeper with this person beyond just the transaction?** Be clear in your mind where you want the relationship to go beyond World Vision. Make sure the communication continues to head in that direction.
- **How do you plan on continuing to woo this person to dance versus begging them to support you?** Make sure to keep the communication fun and inviting, not asking for anything in return.
- **Sometimes deadlines are necessary, though.** What dates or windows do you plan on marking on their calendar to do this activity? Sometimes a procrastinating friend is just looking for you to remind them and tell them when they need to donate or sponsor.
- **How to post now versus how to post later.** For social media campaigns, be sure to set reminders with increased urgency the closer you get to your deadline. Remind people of that urgency and that time is running out.

RESOURCES

Use either your fundraising page's email functionality or add more of a personal touch using Microsoft Mail Merge. Check out the "How To" video [HERE](#).