

FOLLOW-UP



After you send your first email, you'll see donations start to come in! Not everyone will donate after your first email, and that's okay. Think about the number of things on your to do list and the number of emails you get a day. It's a lot! We're all busier than ever, but we want to support each other, so here are some fun ways to follow-up:

- **Email updates on your fundraising.** Let people know how much you've raised and how much you have left to reach your goal.
- **Updates on activity progress.** If you're training for a race or hike, you can share how many miles you've trained up to. Or you can send photos from your training, sweat and all.
- **Create a video reminder** you can send with updates on how much you've raised, and how much more you want to raise.
- **Send personal emails.** People respond when they know they are personally addressed and they aren't just one of 100 people getting an email.
- **Give a countdown.** Ask one person each day and tell them "you are the chosen one," and then give them a timer countdown: "you have 24 hours to complete this mission!"
- **Post on social.** If there are folks that haven't responded by email, you can tag them with a post or private message on social media.
- **Ask in a different way.** Did you ask by email the first time? Maybe send a letter in the mail the second time. A multi-channel approach will help.



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