



## BE RELEVANT

*Most organizations do the following six things well. Make sure you check these boxes!*

- Annual Report with graphically pleasing financial reporting and a short and simple list of the of priority issues that you accomplished for the past year.
- Website and information blasts that are up to date and answer what you are doing to tackle to trending news stories that donors may wonder about along with a staff directory.
- Mission and goal for your nonprofit that align with your pitch to a donor for funding support.
- Your strategic plan is up to date and aligns with your funding pitch.
- Your volunteer opportunities are well organized, assessable and include an easy sign up.
- Your workshops, outing and events offer good value added information about the issue that you are asking a donor to fund.

Now for the things that most people and nonprofits do not get right – but if you do it will make a world of difference:

## Personalize Your Email

Personalize your emails when you have a major victory or there is a news story that is trending in the news and your organization is leading in efforts to move the needle.

Template to help you make a compelling and personalized email that keeps you and your organization relevant to a donor:

The email has four parts:



## Part 1 – Make a personal connection

Dear *Donor*,

I hope you are well on this [ X ] day. I was just [an activity such as bringing my kids to school, going on a run or hike] and it hit me that we have not talked for a while and I wanted to know how you were doing because a big [name event] just happened and I am guessing you'd want to know what we've been doing to influence this [name event].

## Part 2 – Make special

I am sure you've seen in the news our win/event [name the key win or event that is trending in the news] and I wanted you to know that we at [name your organization] have been working hard to influence this [event] [state the following ways your organization is doing something about the win or trending news story here]

## Part 3 – Offer the real scoop

What you may not know is that we were able to [offer a special fact here that the bigger picture news story would not have offered]. Feel free to talk more about this with my staffer [name staffer] because they/she/he is taking the lead on next steps.

## Part 4 – Acknowledge

Your donation of X amount helped this work succeed because you supported [the more specific you can get here the better] thanks so much we could not have done it without you.