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Follow Up Thank You Protocol for Post-Event Success

The Three-Touch Sequence

1. The first touch is one or two days after the event. It is an email to everyone who attended, donated or sponsored the event. It is a big valentine-of-an-email thanking them for making the event such a success. Let them know some of the fun details (for those who weren't actually there), thank major sponsors, and note amount of money made. Let them know **HOW THE FUNDS WILL HELP YOU MOVE FORWARD WITH YOUR MISSION** (that is important!)

2. Follow up a week later with a "still feeling the love" email. I love sending an infographic similar to the one attached, which is fun and eye catching. This can be sent via email along with a link to photos of the event. Restate how much money the event made, and how the money will impact your mission. Let them know that ***they are the true heroes*** for supporting your organization and event.

3. Follow up four to six weeks after the event and thank them again for being a part of something special. Give a story about someone/something that was impacted or accomplished by the money raised at the event (stories are the best tool you have for engaging folks). Maybe thank sponsors again. Let them know info about next year's gala.

For even more impact: KEEP IN TOUCH EVERY FEW MONTHS with a story of how your organization is making strides thanks to ***them***. All these touches are donor-centric, meaning the guest/donor/sponsor is the one who is the hero. Your organization may be doing the actual work, but you need to let them know that you can't do it without them on your team.



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And now...major donations and sponsors:

Immediately after the event:

For donations of \$5,000 and up at event: Follow up with a personal phone call the Monday following the event. Thank them, let them know how special they are to the organization. Follow this up with a thank you letter that has a handwritten note in the margin, and perhaps include a photo of them from the event. Include them in your three-touch email sequence.

For donations of \$1,000-\$5,000 at event: Send a thank you letter within a week of the event that has a handwritten note in the margin, and perhaps include a photo of them from the event. Include them in the three-touch email sequence.

For all sponsors and underwriters: A phone call to thank them personally for their support. Send them a copy of the tribute book from the event, and if you have a photo that includes their logo placement at the event send that as well. Include them in the three-touch email sequences.

For committee members: Host a recap meeting (breakfast or lunch are good) to get their input on what went right, and wrong, with the event. It is nice to have a small gift for each committee member. *note: I like to send a detailed survey to the committee via email that allows them to easily evaluate all phases of the event. If you would like a copy of this email me at aj@queenbeefundraising.com!*

Don't forget to...

Send out letters to all sponsors a month after the event inviting them to be a part of next year's event. Get sponsors excited about the next event while the recent event is still fresh and a happy memory.

Hint: Have your emails and letters pre-written so you are prepared to launch the **Thank You Protocol** immediately following your event. Just leave the revenue details blank and fill them in prior to sending.



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That's it! The results are pretty magical!

9.23.2017
@ FOUR SEASONS WESTLAKE VILLAGE

1ST INAUGURAL GALA



360
ATTENDEES



35
VOLUNTEERS



GALA BY THE NUMBERS



\$390,390

TOTAL RAISED THAT EVENING

2 SIGNATURE PROGRAMS
FIND MY GENIUS | SAFETY AROUND WATER



SPONSORSHIPS \$78,500

324 Y-TINIS
@ THE ICE LUGE

SAVE 9.22.2018
THE DATE FOR OUR 2ND INAUGURAL GALA

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