

# New Donor Timeline

## Getting to Know Your New Donor

Send your donors the **welcome pack**.

**CLICK HERE TO LEARN HOW**

★ **Bonus Points:**  
Include a soft ask and/or 1-3 question survey

## Ask

Monthly giving ask, appeal to donors.

★ **Bonus Points:**  
Handwritten sticky note

## Show Impact

Send donors an annual report.

★ **Bonus Points:**  
Make it a gratitude report.

**CLICK HERE TO LEARN HOW**

## Ask

Send donors appeal letter, online campaign

★ **Bonus Points:**  
Include an "engagement" piece.

**CLICK HERE TO LEARN HOW**

## Surprise & Delight

Send "The Dave Donor Letter."

**CLICK HERE TO LEARN HOW**

## Gratitude

Send your donors a thank you letter.

★ **Bonus Points:**  
Thank you call, or handwritten note.



## Gratitude

Send your donors the thank you letter.

**CLICK HERE TO LEARN HOW**

★ **Bonus Points:**  
Donor thank you call

## Show Impact

Send your donors the impact report.

**CLICK HERE TO LEARN HOW**

## Surprise & Delight

Tell your donors thank you, just because.

## How Can I Help?

Petition, increase donor engagement

## How Are We Doing?

Send a donor supporter survey.

★ **Bonus Points:**  
Don't forget to follow up.

## Ask

Send your donors the year-end integrated campaign.

**CLICK HERE TO LEARN HOW**

★ **Bonus Points:**  
Add an engagement piece.



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*Fundraising Fundamentals*