



## Tips and Tricks - use when communicating with donors

- Be personable!
  - Use the donor's name
  - Use their preferred method of communication (phone, email, text)
- Mention your previous involvement with raiseRED
  - You can mention any level of involvement and phrase it in a way that will strengthen your ask.
    - For example, if this is your first year phrase it as "this is my first year and I'm really excited to start being a part of this organization and contributing to the change we make!" or on the other end "this is my senior year and last chance to be a part of raiseRED so I'm trying to make this my best year yet!"
- Explain why you love being a part of raiseRED!
- Explicitly state raiseRED's impact. We want our donors to personally connect to our cause and care about our success!
- ALWAYS FOLLOW THROUGH!! Send the information they requested, respond promptly, and **THANK YOUR DONORS!**
- Be engaging! Send pictures of raiseRED events and updates, and be creative with how you are engaging!
- If you receive a "no," respect the no. Do not beg. Thank them still, and instead ask if they will be willing to share our mission with their friends, family, coworkers, etc.