

**DRAFT**

**First-Time Donor Welcome Packet**

**Purpose:** To inform, inspire, and demonstrate Tidewell’s impact for first-time donors. Having a repeat donor is better than purchasing more mailing lists and sending out expensive direct mail. By welcoming a new donor, we showcase our work, upcoming events, and stand out above other local non-profit organizations. A powerful welcome packet helps new donors become advocates for Tidewell.

**First-Time Donor Qualifications:**

* Non-memorial donors making a first-time ever gift to Tidewell in the amount of $500 or more. (In January, we had four donors meeting this qualification)
* Memorial donors making a first-time ever gift to Tidewell in the amount of $1,000 or more. (In January, we had six donors meeting this qualification)

**Process:**

* Data Team sends traditional tax acknowledgement/thank you letter.
* Data Team sends list of donors that qualify for first-time donor packet to VP.
* Volunteers or front desk assemble a stock of packets.
* VP assigns donors to various PAs.
* PAs write a handwritten note and include their business card in the packet.
* PA mails packet.

**Packet Contents:**

* Recent newsletter
* Handwritten note from PA
* Business card of PA
* Giving envelope
* Bookmark or another small token logo item
* Welcome info graphic with stats, pictures etc. (need produced from marketing)

**Other information:**

* All first-time donors receive a thank you call from a volunteer.