A #GivingTuesday Case Statement from the
Food Bank of Central & Eastern North Carolina
Create Good Conference
April 28th 2021

Questions to consider

Prompt	Thoughts, tasks, questions, data needs	Deadline
Segments of ROI: **-Portfolio** **-Prospects** **-Lapsed Donors**		
Segments to upgrade or renew		
Who will respond to this messaging?		
Where are my donors most active?		

Draft Email Language

Subject:

From:

Body:

Culture of Philanthropy

Prompt	Thoughts, tasks, questions, data needs	Deadline
Who do my donors want to hear from?		
Who can I call on from within my organization?		
How am I currently nurturing those relationships?		
How do I make it easy for them to say "yes?"		

Logistics

Prompt	Thoughts	Deadline
What do I need to clean up my data now?		
What are my donor priorities?		
How will I assign callers?		
Mail-Merge plans (instructions included)		

Prompt	Thoughts	Deadline
Who needs to be thanked? Where?		
How can I thank them?		
What can I prepare ahead of time to thank quickly after GT?		

Other notes

1.

2.

3.

4.

5.