Hi Rick,

Studies show that typical first time partners have a retention rate of only 25%. Left alone without any modifications to the normal strategy, that means only 1 out of 4 will be with you next year.

But according to the Institute for Sustainable Philanthropy and the folks at NextAfter, you can better those odds by 33% if you don't just send a single "stock" thank you, but rather create a welcome series of thank yous, each with a specific purpose or objective.

Last week I shared the first 2 (there could be as many as 8). This week, I'll list four more (I'm not suggesting you use all 8) with just a brief explanation. But next week I want to point out why two of them (rarely used) have such a great impact and why you should really considering using at least one of them.

#3 - **The Content Offer** - Yes, offer or just send them some kind of (meaningful) content. Friday Fragments anyone? Too expensive? Okay, how about a chapter document, such as 10 parenting tips for the raising your teen? Need more ideas, email me.

#4 - **The Survey Email** - Make it simple, make it short. It could be fun, but it needs at least some element about the partnership and or your mission. Use multiple choice answers, not free form. No more than 5 questions. How did you first hear about YFC?

#5 - **The Impact/Story Email** - We are experts at telling stories, just make sure you show the connection between their gift and the impact or the story.

#6 - **Monthly Ask email** - Believe it or not, statistics show that a first time donor of a one-time gift is most likely to consider becoming a recurring donor (monthly) in the first 45 days. So ask them for the monthly gift. **Here's an example letter**.

Questions? Just hit reply to the email. I'd love to talk more.

Passionately,

Rick

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