



Follow Up Thank You Protocol for Post-Event Success

The Three-Touch Sequence

1. The first touch is one or two days after the event. It is an email to everyone who attended, donated or sponsored the event. It is a big valentine-of-an-email thanking them for making the event such a success. Let them know some of the fun details (for those who weren't actually there), thank major sponsors, and note amount of money made. Let them know **HOW THE FUNDS WILL HELP YOU MOVE FORWARD WITH YOUR MISSION** (that is important!)

2. Follow up a week later with a "still feeling the love" email. I love sending an infographic similar to the one attached, which is fun and eye catching. This can be sent via email along with a link to photos of the event. Restate how much money the event made, and how the money will impact your mission. Let them know that they are the true heroes for supporting your organization and event.

3. Follow up six weeks after the event and thank them for being a part of something special. Give a story about someone/something that was impacted or accomplished by the money raised at the event (stories are the best tool you have for engaging folks). Maybe thank sponsors again. Let them know info about next year's gala.

For even more impact: KEEP IN TOUCH EVERY FEW MONTHS with a story of how your organization is making strides thanks to THEM. All these touches are donor-centric, meaning the guest/donor/sponsor is the one who is the hero. Your organization may be doing the actual work, but you need to let them know that you can't do it without them on your team.



And now...major donations and sponsors:

For donations of \$5,000 and up at event: Follow up with a personal phone call the Monday following the event. Thank them, let them know how special they are to the organization. Follow this up with a thank you letter that has a handwritten note in the margin. Include them in your three-touch email sequence.

For donations of \$1,000-\$5,000 at event: Send a thank you letter within a week of event that has a handwritten note in the margin. Include them in the three-touch email sequence.

For all sponsors and underwriters: A phone call to thank them personally for their support. Include them in the three-touch email sequences.

For committee members, host a recap meeting (breakfast or lunch are good) to get their input on what went right, and wrong, with the event. It is nice to have a small gift for each committee member.

Send out letters to all sponsors inviting them to be a part of next year's event. Get your sponsor deck done almost immediately in order to get sponsors excited about the next event while the recent event is still fresh and a happy memory.

Hint: Have your emails and letters pre-written so you are prepared to launch the Thank You protocol immediately following your event. Just leave the revenue details blank and fill them in prior to sending.

That's it! The results are pretty magical!



9.23.2017
@ FOUR SEASONS WESTLAKE VILLAGE

1ST INAUGURAL GALA



360

ATTENDEES



35

VOLUNTEERS

\$390,390

TOTAL RAISED THAT EVENING



2 SIGNATURE PROGRAMS FIND MY GENIUS | SAFETY AROUND WATER



SPONSORSHIPS **\$78,500**

324 Y-TINIS
@ THE ICE LUGE

SAVE **9.22.2018**
THE DATE FOR OUR 2ND INAUGURAL GALA



GALA BY THE NUMBERS