**Data2Donors Check list: Welcome Packet Ideas**

When you collect and update alumni information, the next step is to be in touch. We recommend starting with a welcome packet/message. This document provides ideas for what to include in an Alumni Welcome Packet.

* Here are the different ways you might be getting new or updated Alumni information:
	1. A volunteer gives you contact information of their network of friends.
	2. Research tools provide you with good contact information.
	3. You start a social media campaign to ask for contact information, and people start to respond. (What welcome message would you send to them on-line?)
	4. Your website has a place to enter in contact information.
	5. Your events have registration and you transfer in good new contact information that comes your way.
* For each new contact you gain from above, you must WELCOME people back in some way.
* Think about the “Ask” and the “Offer.” The “ask” is what you are asking people to do right now, i.e., you are asking people to provide you with current contact information. The “offer” is what they get in return for taking action. Some ideas for “Offers” include:
	+ Monthly e-newsletter
	+ Announcements of Reunions and Anniversary events
	+ A drawing for a camp t-shirt
	+ Information on how to order camp stuff on-line
	+ Recognition wall for couples who met at camp
	+ Camp baby bib for births
	+ Discount for Alumni families that register kids
	+ Discounts on rental of camp for private events such as weddings
	+ A warm and happy feeling of being connected to camp again
	+ The hope that old friends will be back in touch
	+ Memories, and invitation to get connected again

Other Asks might be

* + Requests for stories about camp
	+ Request for referrals of kids who might be interested in camp
	+ Requests that they come back for Anniversary events
	+ Request for a donation

Be sure that your Ask and your Offer are clear each time.

* WELCOME PACKET: Write a standard warm and friendly email that goes to anyone who submits his or her updated information on-line, (e.g., when you hit the “submit” button on-line the response doesn’t have to be “your information has been received”).
* Test your system to see if it works and that it inspires. Do not default to “your response has been received.”
* Make sure it is clear **what they can expect from camp now that they are in touch**, and be sure to fulfill that promise.Such as frequency of emails, invitation to events, news from camp, etc.
* Look at samples from other camps and other non-profits for inspiration. Some record a “welcome” video, and send link to new contacts. What would be delightful, fun, and very much like camp? Keep it simple.