



## Building Your Giving Day Email List

What's your GiveLocalNRV secret weapon? Your email list! Through email, you can make longer form, targeted appeals to your supporters or to people in your team's personal networks.

### Developing your email list

Who should you reach out to and ask to donate? While some organizations may already have a robust list of donors to email, some of you may not have that yet. So where do you start when it comes to building a list?

1. *Begin with your past donors.* Consider sending one note to people who have given within the last year and another to people who last gave a year or more ago.
2. *Next, add close supporters* such as volunteers, board members, regular event attendees, etc.
3. *Event attendees.* If you have events, add the emails of attendees from the past year.
4. *Add the emails of the people you serve.* This idea depends on what your organization does. It is likely to make more sense for something like a museum (where those you serve may have more resources) vs. a human services organization (where folks are coming to you in need.)
5. *Non-donors on your email newsletter list.* If you do have an email newsletter, consider splitting that newsletter audience into two groups: donors and non-donors. Then craft separate messages for each.

Depending on how many groups you have, you might craft a slightly different message for each. Also, for your list of closest supporters, ask them to help spread the word for you. Give them a specific job, such as asking them to ask two or three of their friends and family members to donate. Of course, they are welcome to reach out to more people, but if you frame the request in this way, folks are less likely to feel overwhelmed.

### Are you starting from scratch with your email list?

If your organization is new to fundraising or if you don't have email addresses from past donors, that's okay! Everyone must start from somewhere when it comes to fundraising. If you are in this position, set a lower fundraising goal for the giving day (aim for something doable, perhaps in the \$500 - \$2,000 range.) Then, start brainstorming and asking for assistance from the following groups:

1. *Staff, board members, and volunteers.* Ask your team and board members to help develop a list of people to reach out to. Ask them if they know names of past donors and how to reach them.
2. *Personal networks.* Then, ask the above group members to reach out to their personal networks. As shared previously, make the ask of your team doable: "do you have two or three people you can share this with?"

With these various groups, see if you can come up with a list of 20 – 50 people to reach out to. Then, divide up the work. For the people on your list who aren't familiar with your work, share email templates with the group and ask them to personalize them and send a note on your behalf. For the people who are familiar with your work, start sending notes to that group.

Looking for ideas on how to craft your fundraising emails and develop a schedule? [Head to this page on the GiveLocalNRV website](#) to find more info!