

Keeping Your SafeNight Donors Engaged

Here are some reminders and best practices to help you communicate with and keep track of your donors.

Prepare and Organize Your Donor Information

- Make sure your donor data includes all of the essential data you need (ex:name, address, email address, date donated, amount they donated, etc)
- Include donors who have not contributed recently, but have been supporters in the past
- Look for donors who are interested in new ways of supporting the community

Recruiting SafeNight Donors

1. Inform your donors about SafeNight through different channels including but not limited to direct email, newsletters, social media or phone calls.
2. In your message to known donors, ask them to tell their networks and friends about the pilot.
3. Thank each person who downloads the app. (See thank you message in the “Communicating with Donors” section of this document.)
4. Invite your board to participate as a donor and/or spread the news of the pilot to their networks. Equip them with key messages (See the “Social Media Posts” worksheet for sample tweets and facebook posts)
5. Update your Facebook and/or newsletter routinely with news about SafeNight including:
 - your organization’s participation in the project
 - how many donors have downloaded the app
 - how many clients have benefited from donations
 - any press your organization (or others) have received
 - quotes from donors (with their permission) about why they decided to participate in the pilot
 - news about trainings you’ve attended
 - photographs of trainings, of the app itself, of staff using it
6. Distribute information about SafeNight at informational events, conferences, and board meetings. Sample promotional and including flyer, palm card and banner templates can be found in the appendix section of the SafeNight user’s guide.

Recruiting Donors at Special Events

1. Send a press release to announce your organization’s participation in SafeNight.
2. Alert your known donors of your organization’s participation in the pilot
3. Send your board, local politicians, donors, and other potential and existing supporters an announcement that your organization is a part of this new and exciting project to support their community.

Communicating With Your Donors

We suggest that you communicate with your donors when they sign up for SafeNight and when they donate to your organizations. Here are a couple of sample messages to help get you started.

Donor Welcome Message:

Send a welcome message to each donor who has selected your organization to support through the SafeNight App.

Hello [enter name of donor],

Thank you for downloading SafeNight and participating in our pilot of this new app. We appreciate your willingness to help provide critical support to victims of domestic violence.

If you have any questions or comments about the SafeNight app, please send us an email and we will be happy to get back to you!

Thank you for your support.

Sincerely,

Thank You Message:

Send a thank you note to each donor who responded to an alert with a donation. We recommend a handwritten note in addition to an email

Dear [enter donor name],

Thank you for your donation using the SafeNight app. Your help provided safety and the gift of time to one of our clients, and we are grateful for your support.

Sincerely,