



### Looking for tips on managing your donor drive webpage?

Here are a few of the strategies that one of our [Young Executive Board](#) Members used to drum up support and raised over \$1,500 during the 2007 Online Donor Drive!

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1. **Ask in clusters.** Email people in clusters by including each person within a group, e.g. one note to your extended family, another to a group of friends from business school who are spread across the country, and another note to your colleagues. See "An Email to a Cluster of Friends".
2. **Follow up with your clusters.** One month after the first email hit "reply all" to the first email. In this second email I thank those that have given (without mentioning any names) and remind them that they can still give. See the "Thanks and update on the drive".
3. **The long shot - someone to match all donations.** Personally ask a few people to consider matching donations up to a certain amount. It is best to ask someone that you have a close relationship with, for example a family member or close friend or your supervisor. Plan on bringing/sending sample emails and photos when you discuss the idea.
4. **Mention the online donor drive in random emails.** There were several occasions when responding to an email and you could tag on my generic request in the spirit of, *if you don't ask you will never know the outcome.* See "note in random emails."
5. **Include an email from my mentee.** Ask your mentee to write a message to your friends and family, and then forward the note within your personal message. Nothing too serious, but will show the impact of the program and a flavor of your relationship

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Here are a few other strategies to help you get started with your Online Donor Drive Page and how to spread the word about iMentor:

1. **Make an ask.** In your personal message be clear about what you are asking people to do; if you want them to make a donation state it and tell them why iMentor is a worthy organization to support. You can also tie the donation to what it will support (Note: this information is on your personalized web page.)
2. **Send your personal message in an email.** The personal message you draft for your webpage can be the email you send out to your network. Make sure to include the link to your webpage.
3. **Matching donations.** Check with your company to see if they will match the donations you raise through the Online Donor Drive.
4. **Set small goals for your clusters.** If you ask 10 member of your extended family to make a donation, include a realistic amount (e.g. \$25) that everyone would be able to honor. If all 10 members gave \$25 that would be \$250!
5. **Put information about the Donor Drive on your Facebook page.** If you have a Facebook account this is a great vehicle to get the word out about your involvement in the Online Donor Drive.

# iMENTOR'S 2008 ONLINE DONOR DRIVE

## OUTREACH TOOLKIT



6. **Include in your email signature.** In your personal email signature include a sentence about the drive and a link to your webpage (e.g. Support my involvement in iMentor's 2008 Online Donor Drive. Click here to see my personalized webpage).
7. **Use iMentor Video Testimonials.** iMentor recently launched a [YouTube Channel](#), which features videos of mentors and mentees. Encourage your network to visit the page to learn more about iMentor, it might convince them to support you page or become a mentor!

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### EXAMPLE OF A PERSONAL MESSAGE

As most of you know, I volunteer for an amazing organization called iMentor. This year I was matched with [Mentee Name] –on the left there is a picture of the two of us @ [event name].

About iMentor: iMentor matches NYC professionals with high school students from low-income areas of the city. Mentors and mentees communicate weekly through email and then they meet in-person at events held all over the city. So far I've attended [#] of these events, each one a great deal of fun, and each one with its own stories.

About [Mentee First Name]: This year I was matched with a sweetheart of a young woman. [Mentee Name] is a [year in school @ name of school]. In the long run she wants to [long term career goal], but in the shorter run, her goal is to [academic short term goal] and [personal short term goal]. [Include a sentence about your relationship with your mentee, what you are learning, the importance of mentoring, etc.]. It costs \$1,000 [insert your fundraising goal] for the two of us to participate for the entire year so this is my fundraising goal. Please support us and learn more about iMentor!!!!

Again, please help me reach my fundraising goal of \$1,000 so iMentor can continue changing the lives of youth and professionals in NYC. Thank you!!!!

### AN EMAIL TO A CLUSTER OF FRIENDS

Subject: *Great seeing you all AND I have an idea for you to give back!*

*Dear Friends o' mine,*

[Say something personal to show it's not a form letter.] *I had an exceptionally fun night with you all. [Ask for money.] As we all hopefully receive a tax return this year, I thought I would give you all the fantastic aforementioned opportunity to make a charitable contribution.*

[Talk about iMentor.] *As you may know, I volunteer for a great program called iMentor. This year I am working with a girl named [mentee name]. We email almost every day (working on her writing skills) and get together every month or so. I generally try to give her a hand in with some pretty basic stuff that we take for granted. [Mention results.] She recently got a progress report where she passed all her classes and got a 93 in math!*

[Tell them how to give.] *I just launched the web page below where you can learn a bit more about iMentor. [Reassure them that their money will not be wasted.] I actually love being part of the program and the organization itself is great; staffed by amazing, young, inspired people. So if inspired, please do give!*

[Include the link to your personalized webpage created by iMentor!]

# iMENTOR'S 2008 ONLINE DONOR DRIVE OUTREACH TOOLKIT



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## THANKS AND UPDATE ON THE DRIVE

Sent by “reply-all” to a cluster of friends a month after the previous email.

*I'm a lucky girl to have such amazing friends. Really. Thank you all, those who were able give, and those that expressed their support. Both are awesome.*

*So far I've raised \$1,145, more than our established goal of \$940 (that covers program costs for one pair for the year.) [Let people know what their donation supports] But I of course aim high, and am still working towards the ambitious goal of \$3,000.*

*And one little gift back to you all, is the [I think] adorable and revealing poem my mentee wrote the other week.*

[Attach one of your mentee's poems, an email excerpt or a picture from a recent iMentor event. Make sure to ask your mentees' permission.]

## NOTE IN RANDOM EMAILS

To random people (i.e. schoolmates who you are not really in touch with) who emailed you for one reason or another. Include the pitch at the very end of your reply email.

[Response to the email, then . . .]

*And since I am hitting everyone up, and I have never done so to you, I'll drop my form letter into this email and hope you are inspired. (That said, everyone is asked for donations so many times at, I more than understand if you are not inclined.)*

[Insert shortened slightly more formal version of the email you sent out to the rest of your network.]