

WBC BEST PRACTICE

Type of Best Practice: Fundraising/Cash Match
 Programs & Services
 Outcomes & Performance Measurements
 Organizational Management
 Organizational Development
 Strategic Planning
 Board Development
 Advocacy

Title: Grateful Graduate Appeal Letter

WBC: WEDC-White Plains, NY 10604

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Best Practice:

Description: This practice has two parts: First we sent a letter to graduates of our long term training program (60 hour+) asking them to consider making a donation to WEDC in appreciation of the training they received that helped them start their businesses. After we launched that part, we mailed an appeal letter to our regular donors saying how moved we were by the response from our graduates who wanted to show appreciation to WEDC for the assistance they received. I can share sample letters for both appeals.

Background: Our development person had the idea based on letters she had received from hospitals after having been a patient. I then thought of sending a letter to our regular donors as one of our appeals using some of the quotes we received from our grads saying how valuable our trainings were and how they wouldn't be in business without WEDC's help.

Challenge: N/A

Solution: N/A

Benefits: This effort did not raise a lot of \$\$\$, but we were truly amazed at how much "gratefulness" was out there among our graduates.

Resource Costs – staff time and mailing costs

Return on Relationship (ROR) in lieu of Return on Investment (ROI)

Through this program we are building a stronger connection with our clients who truly appreciated the training and counseling they received from WEDC. These same clients now feel good about being able to help other women benefit from our programs and services and succeed with their small businesses.