

# Renewal Gift Invites

*We got much better response from these personal emails rather than eblast appeals; we focused first on renewing largest gifts from previous year.*

Hi Jane,  
I hope you had a great Thanksgiving!

As Foundation Development Chair for AFP Fairfield County, I'm reaching out to our loyal members who've generously supported the AFP Foundation in the past to ask them to renew for 2017. Can I count on you?

Every gift helps provide the luncheon programs we enjoy year-round, not to mention funding scholarships and research at AFP National. Your generous gift of \$150 meant so much last year. I hope you will renew today.

Here's the link to make your tax-deductible donation online:  
[www.afpfoundation.org](http://www.afpfoundation.org)

Please let me know if you have any questions. Thank you for your consideration.  
Best regards,  
Sabra

P.S. We'll be sharing our Chapter's Honor Roll in "draft form" at next Tuesday's luncheon. All 2017 donors of any amount will be listed and I'd love to have a nice loooooonng list to inspire new donors. Please join us by making your gift online through the link above. Thanks!

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Dear Susan,  
As Foundation Development Chair for AFP Fairfield County, I'm reaching out to our loyal members who've supported the AFP Foundation in the past to ask them to renew for 2017.

Your generous gift of \$100 meant so much last year. Can I count on you again?

Every gift helps provide the luncheon programs we enjoy year-round, not to mention funding scholarships and research at AFP national. I hope you will renew today. For your convenience, here's a link to make your tax-deductible donation online:  
[www.afpfoundation.org](http://www.afpfoundation.org)

Please let me know if you have any questions. Thank you for your consideration.  
Best regards,  
Sabra

P.S. We'll be sharing our Chapter's Honor Roll in "draft form" at next Tuesday's luncheon. All 2017 donors of any amount will be listed, and I'd love to have a nice loooooonng list to inspire new donors. I hope you'll join us by making your gift online. Thanks!

# Invite New Leadership Donor

(Every Chapter will define leadership gifts differently. This is what worked for us.)

*I found this approach to be effective with active Chapter members I knew, and thought would appreciate being considered "leaders". I also used similar script for phone asks.*

Dear John,

As Foundation Development Chair for AFP Fairfield County. I'm reaching out to loyal members of our Chapter to invite them to support the AFP Foundation's BE the CAUSE campaign.

In case you're unfamiliar with BE the CAUSE, I'd like to explain a bit. Every tax-deductible donation, in any amount, helps provide our Chapter's luncheon programs as well as conference scholarships and fundraising research at AFP National. Would you consider joining us with a leadership gift of \$100?

For your convenience, here's a link to make your donation, in any amount, if you decide to join us and support BE the CAUSE You'll also find more details about the campaign there:

[www.afpfoundation.org](http://www.afpfoundation.org)

Please let me know if you have any questions. I appreciate your consideration.

Best regards,

Sabra

P.S. We'll be sharing our Chapter's Honor Roll in "draft form" at next Tuesday's holiday luncheon. All 2017 donors of any amount will be listed and I'd love to have a nice loooooonng list to inspire new donors at the meeting. I hope you'll join us by making a gift online today. Thanks again for considering it!

# Invite Lapsed Donors to Renew

Hi Holly,

I hope you had a great Thanksgiving!

As Foundation Development Chair for AFP Fairfield County, I'm reaching out to our loyal members who've generously supported the AFP Foundation in the past to ask them to renew for 2017. Can I count on you?

Every gift helps provide the luncheon programs we enjoy year-round, not to mention funding scholarships and research at AFP national. I hope you'll renew your \$25 gift today.

For your convenience, here's the link to make a tax-deductible donation online:

[www.afpfoundation.org](http://www.afpfoundation.org)

Please let me know if you have any questions. Thank you for your consideration.

Best regards,

Sabra

P.S. We'll be sharing our Chapter's Honor Roll in "draft form" at next Tuesday's luncheon. All 2017 donors of any amount will be listed, and I'd love to have a nice loooooonng list to inspire new donors. Please join us by making a gift or pledge online through the link above. Thanks!