

HOW TO FOLLOW-UP IF YOUR FIRST EMAIL WAS IGNORED

Veteran fundraisers aren't phased when prospects don't respond immediately to their requests to meet, participate in events, offer feedback on proposals, etc. We talked about it before: the biggest challenge with email is that it's easy to ignore.

Follow-up is a huge part of the job – top performers know this. But the trick is to do it in a way that's respectful. Badger or guilt trip your prospects and you'll never get anywhere.

Use this simple template to follow-up if your first email didn't get a response.

THIS CHECK-IN EMAIL ISN'T DESIGNED TO ANSWER ALL OF YOUR PROSPECT'S "WHY ME?" QUESTIONS. AND IT DOESN'T HAVE TO. JUST MAKE SURE TO SEND IT ON TOP OF YOUR PREVIOUS EMAIL SO HE CAN SCROLL DOWN FOR MORE DETAIL.

FROM: Emily Collins
TO: Jack Smalls
SUBJECT: RE: Checking in from Canines for Heroes

Hi Jack,

Just floating this note to the top of your inbox in case it slipped through the cracks. I'm hopeful we can get schedules to align in the weeks ahead – it would be wonderful to meet you. Can I treat for lunch either this Friday, 5/15 or next, 5/22?

Hope to connect soon!

Thanks,

Emily Collins
Development Manager
Canines for Heroes

[INCLUDE PREVIOUS EMAIL HERE]

SIMPLE, RESPECTFUL, NON-JUDGMENTAL. EVERYONE LETS ONE "SLIP THROUGH THE CRACKS" NOW AND THEN. THE LAST THING YOU WANT IS FOR YOUR PROSPECT TO FEEL GUILTY.

REPEAT A SHORT-ENED VERSION OF THE REQUEST HERE. MAKE IT WARM AND FRIENDLY, BUT ONLY INCLUDE THE ESSENTIAL DETAILS.