



HOW TO:

**FIND & ENGAGE YOUR DONORS
AND SAY, "THANK YOU!"**

HOW DOES OUR TEAM FIND DONORS?

- Many teams already have a catalog of potential donors and don't even realize it
 - Does your team/group/org keep records of:
 - Alumni/ Former Members
 - Students/ Current Members
 - Mentors
 - Faculty & Staff Advisors
- Social Media is another powerful way to engage potential donors
 - Team Member/ Personal
 - Family
 - Friends
 - Peer-to-Peer Engagement
 - Team/ Group/ Organization
 - Current Members
 - Former Members
 - KU Community Members

HOW DOES OUR TEAM ENGAGE DONORS?

- **Become a Fundraiser**
 - The page is unpublished unless you schedule an open window with me. Reach out to me or encourage day-of fundraisers to register
- **Craft Authentic Messaging**
 - Get creative! Use our Sample Communication Templates and put your Team's own spin on them
 - [1866 Giving Day Toolkit | 2023 - PDF](#)
- **Personal Plea Videos**
 - Think of it like posting a short video on your Instagram Story, or sending a Snapchat to your friend
 - Voice the impact your team/ group/ org has had on you
 - Include a Call to Action at the end
 - Keep it short!
- [Canva Templates | 2023 Social Media Examples](#)
- **Personal Plea Video Examples**
 - [Field Hockey](#)
 - [Football](#)
 - [Honors Program](#)

REMEMBER TO SAY "THANK YOU!"

Remembering to thank your donors is a crucial aspect of the 1866 Minute Giving Challenge!

The KU Foundation will be emailing donors with a thank you automatically after a gift is made, but donors want to hear from **YOU**.

Social media is a great way to let your donors know how much you appreciate their support

- [1st 1866 Minute Giving Challenge Thank You](#)

THINGS TO REMEMBER

- 100% of funds raised are designated to YOUR team
- Your team leader will receive the **unique link** to access your team page and a **list of incentive opportunities** the night before 1866 begins (October 24)
- Incentive bonuses are still being finalized. Expect these sometime next week

WHAT'S NEXT?

- Unique links - 6:00 PM EST | October 24, 2023
- 1866 Campaign begins - 7:00 AM EST | October 25, 2023
- Follow KUF on social media:
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)