

Thank You

Donor Engagement from
HUF's Board of Directors



Empowering a new generation of Americans for 39 years



What

Day 1

HUF receives a donation, pledge or grant funds

HUF emails details of gift & donor/funder info to board member

Within 2 days

Donor/funder receives thank you phone calls

Board Member personally thanks donor/funder for support (phone call, email or handwritten note)

Within 3-5 days

Donor/funder receives thank you letter from HUF

Board member shares info from phone call with HUF via email



What

HUF will email you the following for each Donor/Funder:

- Phone number or email address
- Mailing address (if no phone # or email address)
- Amount of gift
- Specific program(s) supported by gift (if appropriate)

Connect with donors in a way that works best for you...

Make a phone call or send a handwritten note.

- If you are unable to reach a Donor/Funder by phone, please leave a voicemail message and follow up with a handwritten note.
- We recommend using your personal stationery or business stationery.
- You may also send an email.



Example Phone Call

I am Maritza Alvarez, and I'm a volunteer and Board Member with Hispanic Unity of Florida. Our CEO just shared with me that you made a \$1,000 gift and I wanted to personally thank you for your generosity. Your gift means families and children receive the information, access to resources and direct assistance they need during this pandemic.

Our success would not be possible without your support.

Thank you, Thomas, for investing in our clients and in Hispanic Unity of Florida.



Example Handwritten Note/Email

Penelope,

My name is Franciso Rivera; I'm a Board Member with Hispanic Unity of Florida and our CEO shared that you made a \$1,000 gift to our civic engagement program. Thank you so much for your generosity. You're making a difference in the lives of aspiring U.S. citizens and their families.

Our success would not be possible without your support!

*Best Regards,
Franciso*



Who & When

Proposed
Board of Directors
Thank You Call Calendar

Month	Board Members	
February	Maritza Alvarez	Dan Herz
March	Lesli Cartaya-Franco	Scott Karlen
April	Francisco Rivera	Deborah Pena
May	Emma Pfister	Eduardo Bello
June	Christina Paradowski	Steve Sampier
July	Anthony Abbate	Lesli Cartaya-Franco
August	Lucia Rodriguez	Scott Karlen
September	Eduardo Bello	Maritza Alvarez
October	Giselle Cushing	Dan Schevis
November	Carolina Cardozo	Jorge DeApodaca
	Angie Stone	
December	Dan Herz	Steve Sampier
	John Guerrero	
January 2022	Deborah Pena	Francisco Rivera



2021 Board Member Toolbox

- Fundraising
 - Annual personal gift
 - Personalized Giving Page (P2P)
 - Circle of Friends
 - Corporate Sponsorships
 - Workplace Giving (+ employer matching)
- Friend-raising
 - Virtual Empowerment Tour



Thank You