ACME LAND TRUST

Major Donor Ambassador Program – Activity Checklist

DONOR INFORMATION

Name: Mr. and Mrs. Dean and Jan Smith

Optional Line: Warehouse Inc.

Address: 4431 South Drive, Franklin, IN 46131

Phone: 317-222-2222

Business: 317-222-2223

Cell: 317-290-2222

Email: djsmith@gmail.com

Spouse Email: Jansmith@gmail.com

Spouse Mobile: 317-290-2223

GIVING HISTORY

Total Gifts: \$11,500 – 5 years

2012: \$2,500 **2011**: \$3,200 **2010**: \$1,000

2009: \$2,400 **2008**: \$ 500

BASIC PROFILE INFORMATION

Occupation: Owner/President Warehouse, Inc.

Birthdate: Dean – Oct 11, 1948; Jan - ??

Donor
Interests / Passions:

3 adult children, 7 grandchildren (all living elsewhere). Hiking, Biking, Audubon Society, First Baptist Church, spelunking (Jan), Indy

Children's Museum

INTRODUCTION (by 2/15) Messaging to include: Thanks for the continuing support Upcoming Events: New: Local Champions of the Land Awards Ceremony in May Gala on Saturday, July 27, 2013 November fall land tour event Feel free to contact me/ stop by office anytime APRIL PERSONAL INVITE "SAVE THE DATE" for Champions event and Gala MAY Attend Champions event, host prospect JULY Attend Summer Gala; host prospect AUGUST Personal thanks for attending and Gala inquiry NOVEMBER Attend fall land tour event, host prospect DECEMBER Make year-end thank you call

OTHER (as determined)

NOTES

OPTIONAL AMBASSADOR IDEAS

- · Ask donor to lunch.
- Invite donor for coffee and pastry at land trust office.
- Send a birthday card. On the donor's birthday, on the agency's birthday, on our country's birthday.
- Write a thank you card.
- · Randomly call and say thanks.
- · Send an annual progress report.
- Ask the donor's advice on something important.
- Greet the donor by name at another community event, and reiterate our gratitude for his/her involvement with the land trust.
- Respond to the donor's inquiry in a timely manner.
- Invite the donor to a groundbreaking or other historical event.
- Just "go for a beer."
- Respect the donor's wishes, and let him/her know that we have done so.

- Deliver homemade cookies.
- Invite the donor to assume a critical role as advocate for the land trust in a critical situation.
- Run a thank you ad in the media including your donor's name - and make sure the donor gets a copy.
- Take time to talk.
- Send the donor a copy of a news/feature story written and printed/broadcast about our project.
- Honor and celebrate your donor or his/her colleague for the contributions made to the land trust.
- Share the success story of a landowner.
- Invite the donor to speak at a staff meeting or donor function.
- Brainstorm with staff for ideas relevant to you and your donor.

STAFF SUPPORTS TO BOARD MEMBERS AS AMBASSADORS

THROUGHOUT THE YEAR:

Ambassador Check-Ins Thank you Notes to Donors Facebook, Website Press Releases to Area Publications

JANUARY

Newsletter (late January) Prior year Tax Letter

MARCH

Newsletter (early March)

ΔPRII

Champions of the Land Ceremony Invitations Mailed Gala "Save the Date" Cards Mailed

ΜΑΥ

Newsletter (early May) Champion of the Land Ceremony Ambassador Program Review – full board at annual meeting

JUNE

Gala Invites Mailed

JULY

Newsletter (early July)
Gala Event
Gala Thank You Emails and Photos

AUGUST

Written Thank Yous Gala Donors and Sponsors

SEPTEMBER

Newsletter (mid month)

OCTOBER

Land Tour Event Invitations Mailed

NOVEMBER

Newsletter (1st week of Nov)
Land Tour Event
Annual Report Mailed (2nd week of Nov), including Personal Note for
Top Donors
(Potential Ask by Ambassador)

DECEMBER

Donation Request Email Follow Up to Annual Report (1st week of Dec)

Year- End Thank You Calls (board phone-a-thon)
"Last Chance" Donation Email (12/30)