



THE RETENTION MAILING

The Retention Mailing is a cost effective way to thank your donors for their participation in the previous fiscal year while simultaneously capturing donations for the beginning of the next fiscal year.

The Retention Mailing is typically mailed to all donors once the fiscal year has been finalized. There are a few variations, but the typical package includes these components:

- A letter
- A small gift
- A donation envelope

The letter to the donor typically comes from an important figure in the organization (President, Executive Director, etc.) and provides information regarding how their money was utilized and the benefits that came from their donation.

The small promotional item (letter opener, air freshener, etc.) is provided as a small token of appreciation.

A postage paid business reply remittance envelope is enclosed to offer recipients an opportunity to respond with a donation that is booked towards the current fiscal year. Based on experience, we are always surprised at how many donations are received in response to this Retention Mailing.

To learn more, contact [Precision Fundraising](#) today.



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