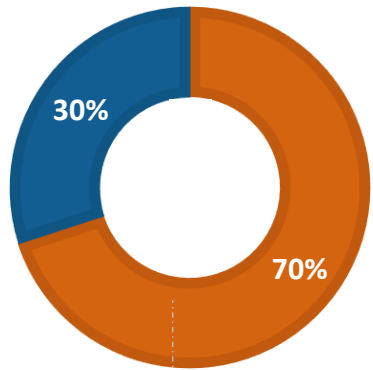


How are we Welcoming New Donors?

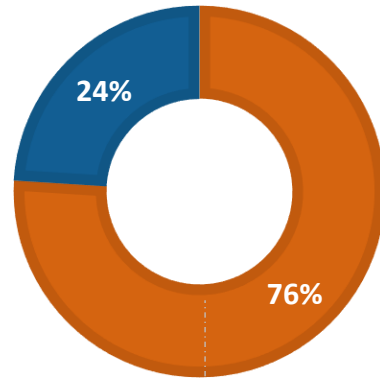
■ Yes ■ No



Do you send a hand-written welcome card?

Key findings: **70%** of respondents send a hand-written welcome card.

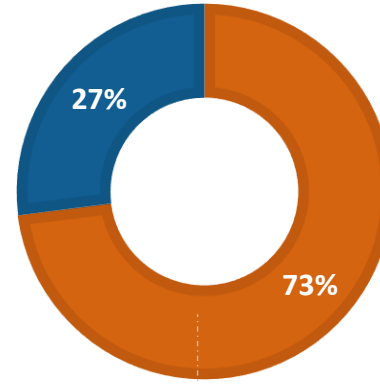
■ Yes ■ No



Send a Welcome Email?

Key findings: **76%** of respondents send a welcome email.

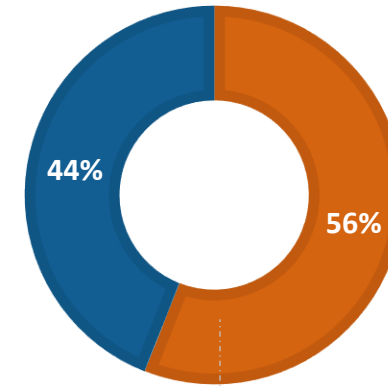
■ Yes ■ No



Send a Welcome Mail Package?

Key findings: **73%** of respondents send a welcome mail package.
❖ 19% use a self-mailer
❖ 81% use an envelope

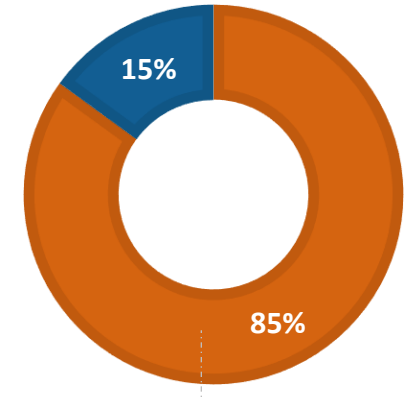
■ Yes ■ No



Do you include an ask in the welcome package?

Key findings: **56%** of respondents include an ask in the donor welcome package.

■ Yes ■ No



Does your welcome package include a donor gift?

Key findings: **85%** of poll respondents include a donor gift with the welcome package (ex. Window cling, t-shirt, address labels)

This data was compiled by Streamworks, polling fundraising professionals at AFP ICON 2023.

47% of those who participated in the survey have less than 5,000 active donors, 41% have 5,000-50,000 active donors, and 12% have more than 50,000 active donors.