



MY PERSONAL TOUCH POINTS

RODNEY RING

ALL DONORS:

- Quartely Newsletter - January, April, July, October
- Easter Card
- Year End Giving Campaign - YE Newsletter, Thanksgiving/Christmas card, YE ask, GIFTS
- Event Impact after all ministry events - Text message or newsflyer

TIER 1 DONORS:

- Thank you note (letter) 2 times a year after gift (One time, AMP, RFP)
- Intentional Face to Face meeting 2 times a year. (1 during giving GIFTS)
- Birthday Card (to each spouse if married)
- Phone call or text 2 times per year.
- Major Donors invited to national or regional Major Donor Experiences. (All major donors should be Tier 1 donors)

TIER 2 DONORS:

- Thank you note (letter) 2 times a year after gift (One time, AMP, RFP)
- Intentional Face to Face meeting 1 time a year.
- Phone call or text 2 times per year.

TIER 3 DONORS:

- Thank you note (letter) after each gift.
- Phone call or text 2 to 3 times per year.



FELLOWSHIP OF
CHRISTIAN
ATHLETES