

**It's advantageous to think about following up within the greater context of your endeavor, beyond the specific activity. It's a key form of stewardship for your current supporters and also a meaningful cultivation strategy for engaging new, potential supporters.**

**STEP ONE:**

Create a follow up plan. If you are functioning as or working with a nonprofit, there are some standard follow-up procedures that may apply. One example would be for a fund-raising benefit where part of admission covers an expense, like dinner, drinks, or a performance ticket, and the remainder serves as a contribution. Here, your follow-up plan must include a formal acknowledgment letter that notes the tax-deductible amount of each attendees benefit ticket, for their tax purposes.

**STEP TWO:**

Be creative in your follow up efforts, which should always be planned in advance, executed in a timely manner, and full of gratitude. Your follow-up may come in the form of a personal phone call, an e-mail campaign, a handwritten note, a formal report, or a video.

**STEP THREE:**

Determine content for your follow-up items. Some tips for content include:

- Again, say, "thank you!"
- Include a way for recipients to provide feedback.
- Share memories—perhaps in the form of pictures, a short video, or a testimonial.
- Make it personal. If you've planned ahead properly to collect contact information, you should make the time to handwrite a thank you note or add a personalized comment to an acknowledgment letter or e-mail
- And, lastly don't miss an opportunity to share what's ahead, like another event, performance, or an exclusive opportunity for this group of supporters.

**STEP FOUR:**

Create a larger line of communication plan. Keep these individuals top of mind for future engagements and solicitations, especially now that they've begun a relationship with your work. Follow-up and cultivation are key to continued relationships and funders.

**STEP FIVE:**

Follow up internally with your team. This is an excellent practice. Hold a debrief session to hear from your collaborators about what worked, what their experience was, and what should be adjusted or rethought for your next event.