**Individual Donor Recognition:**

-I'm not sure what we can promise individual donors beyond their name included on a donor list posted on website and/or FB. One possibility is to post a shout out on social media (Instagram) when the donation comes in….could help to build momentum during the drive.

**Distribution:**

- The highlighted names on the attached individual donor list (titled contacts for postcards) should receive letters with handwritten notes.  I am digging into the e-files to pull together a single document listing donors from past years, with amounts donated.

There will be opportunities to make a specific ask to previous donor to increase level of support this year…..

- An electronic version would be expedient for the full email list - Chris, I think at last count you had somewhere between 300-400 on this distribution list?

**Website:**

- Need to modify the “Donate” page to mirror the Sponsorship and Individual appeals; could use shortened versions on web.  These changes need to happen before any letters/emails go out, to avoid confusion with the lower sponsorship levels.

**Social Media:**

- What are your thoughts re: a shorter, sweeter and to the point version for posting on Social Media?

**PayPal:**

Want to be sure that the PayPal account is set up in such a way that we can monitor frequently for donations so we can send out thank you’s in timely way.