



Contact: 304.907.0428, info@nvcnetwork.org; www.nvcnetwork.org

Donor Referrals by Mail

Perhaps you ask donors to your program for referrals of potential donors when you meet face-to-face, but do you have a system that asks for referrals via direct mail? You can include such a request as an enclosure with your monthly newsletter or with each gift acknowledgement letter. This is an excellent opportunity for those who believe in your cause to suggest names of others who might want to invest in your continued success and worthy mission.

Below is a sample referral card or coupon to use as a guide for developing a card that works best for your program.

Help Us Double Our Impact!

You obviously believe in the worthiness of (insert your mission here, i.e., "serving our elderly neighbors") as evidenced by your recent generous gift. We are so very grateful for your investment in our effort! Just imagine: if we could double the number of donors to our organization over the next 12 months, we would be able to double our impact in serving those who most need our help. What an achievement that would be!

If you and all of our donors could refer names of potential donors, that goal of doubling gift revenue could become a reality. Please take just a minute to complete the following information and return it to us at your earliest convenience. We will add these new friends to the mailing list for our newsletter and annual appeal. Thank you again for helping us accomplish even more.

- Sure, I'd like to help double the number of donors! Here are some caring folks to add to your list of potential donors:**

Name(s) _____

Address _____

City _____ State _____ Zip _____

Possible congregational affiliation _____

Hobbies, interests, etc. _____

- You can say I suggested the name _____ I prefer to remain anonymous
Relationship (family? friend? fellow congregant?)

Name(s) _____

Address _____

City _____ State _____ Zip _____

Possible congregational affiliation _____

Hobbies, interests, etc. _____

- You can say I suggested the name _____ I prefer to remain anonymous
Relationship (family? friend? fellow congregant?)

Comments: _____
