

# FOLLOW UP

## *Best Practices*

- Send out Follow-up letters (mail, email, App, use BRE)  
Use Segmented Follow-up letter (contains pledge and giving history). If email, add link to Online pledge card
- Reminder from Ambo, in Bulletin and All Electronic Platforms (Include Link to your Online Pledge Card)
- Send out 2<sup>nd</sup> Follow-up letter
- Use your 'List of Lost Pledgers' report in PDS  
(Target those who pledged last year, but not this year.)
- Thank You By Name Bulletin Insert
- Send Thank You Letter with Holy Day Card
- Email reminder in December about people changing their online giving to reflect their pledge

**(All of these 'Best Practice Follow-ups' can be found in our "Box" file on the Archdiocese of Seattle website by clicking [here](#))**