> WELCOME SERIES

Build & Launch





• Open Q&A







As a loyal supporter of the American Lung Association of the Mid-Atlantic, your thoughts and opinions on the organization are important. Please complete the following short survey so we can serve you better. All questions are optional. Your responses and personal information will not be shared, rented or sold to any 3rd party organizations.

Thank you very much for your time and support.

* Indicates a required field

Your information:

	First	Last
* Name:		
* Email:		

Ves, I would like to receive e-mail from the American Lung Association of the Mid-Atlantic

Remember me. What's this?

When deciding to donate to an organization, what characteristics do you look for and consider?



(Maximum response 255 chars, approx. 5 rows of text)

What is the most important factor that motivates you to give to an organization? Mission and vision

Leadership (Board & Staff)

Personal involvement or connection

The organization's impact on the community

Asked by a friend or colleague

How often do you typically give to an organization in one year?







WELCOME SERIES BUILD WALK-THROUGH

- Build welcome series email stationery
- Build 2 welcome series email messages
- Build 2 welcome series queries
- Don't forget:
 - Welcome series goes to all new contacts
 - There is a suppression group
 - You want to suppress these groups from all other communications while they are receiving the welcome series
 - Your welcome series does have a donation button and links to a donation form, but it is not an ask message
 - To consider your welcome series images



> TODAY'S TOPICS

- Monthly Project Update & Examples
- Welcome Series Build
- Open Q&A



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> NEXT STEPS

• Next up: Welcome Series Due Date – Today

- Monthly Projects due Friday, May 25
- Next Webinar: Wednesday, June 6 at 11am CT (12pm ET)







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