

Communicating with your Donors Webinar

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Donor Management System

Communicating with your Donors

This session is all about communicating with your donors through the DMS. Specifically, learn how to thank your donors, send single or bulk emails, configure the DMS MailChimp integration, and create documents for your direct mail needs.

Experience: *Intermediate*

Duration: *30 minutes*

Pre-requisites: [Getting Started](#)

[▶ Watch Recording \(English\)](#)

Agenda:

1. The Importance of Donor Retention
2. Thanking Donors Through CanadaHelps.org
3. Thanking Donors: DMS Tax Receipt Thank-You Note
4. Thanking Donors: DMS Tax Receipt Thank-You Email
5. Thanking Donors: Creating Custom Templates
6. Sending a Single Email
7. Sending Bulk Emails (DMS Mail)
8. Creating Groups & Smart Groups
9. Email Performance Reports
10. DMS MailChimp Integration
11. Creating Letters and other Printed Documents
12. Printing Mailing Labels