A key component of KairosDonor is the ability it provides the Advisory Council to maintain contact with key constituents who support the ministry. In general, KairosDonor does this through mailings, particularly to people and organizations that have supported the ministry with their gifts, financial or Gifts in Kind, or their time, or even their interest. It is highly recommended that the Advisory Council use KairosDonor’s “Donor Letter” capability to contact the donors about each upcoming Weekend event and then to offer a “thank you” after each Weekend event. For most Advisory Councils, this will result in contacting the people and organizations that support the ministry four times a year.

A. Overview

It is important to understand that a KairosDonor letter is not a simple, free form, word processing document. Instead, KairosDonor maintains multiple paragraphs, which can be modify, for each section of a letter. Every Donor letter is divided into sections:

When you select the letter “style” when creating a new letter, you are defining the specific logo that will be used in the letter.

The first paragraph(s) make up the Introductory Section.

The Body Section is a different section, unique from the Introductory Section. You can elect to incorporate a photo to the right of the Body Paragraph.

The Closing Section ends the letter and includes the name of the person from whom the Advisory Council wants the letter to come.

KairosDonor, when creating a mailing, has the ability to distinguish between persons who donated to the ministry, and those who didn’t, and to use different paragraphs for each of the sections so that the letter is appropriate and relevant for the circumstances of the individual person. Said another way, each letter is customized with the proper blend of paragraphs for each of the three sections of the letter so that the letter is more specific and relevant to the individual person.

What that means is that a KairosDonor letter, in terms of how the Financial Secretary sets it up, is actually a collection of different paragraphs for each section of the letter. It is when KairosDonor is printing the letters that the selection of the proper paragraphs is made and an actual “letter” is created for printing.
Additionally, KairosDonor gives you control over who is selected for the mailings. Obviously, you would want to consider persons who have donated to the ministry. But, in addition, KairosDonor also allows you to consider persons who have indicated that they are interested in the ministry though the Kairos Outreach program, or a history of Team involvement though the Kairos Community program. Also, you can have KairosDonor consider a list of persons in an Excel spreadsheet as part of the mailing.

B. Letter Templates

When you start to create a new letter, KairosDonor can assist you though its Letter Templates. These built-in templates provide a quick and easy way to start off with a predesigned layout and letter contents.

There are a variety of letter styles from which you can choose in the creation of your letter. For each Kairos program (KI, KO, KT) there are a variety of styles available. A selection of styles that use the Kairos Prison Ministry International (KPMI) logo are shown here.

When operating a ministry support nurturing program over time, it is important that your content remain fresh. So, KairosDonor allows you to change the look and feel of your mailings by simply using the built-in letter templates.

The following page lists the letter layout styles that are available in KairosDonor and the names by which they are referenced when building your letter from the Templates.
Donor Letter Template Styles
Here is a listing of all the Donor Letter Template layout styles that are available as of the release date of KairosDonor. Any style can be used for any of the ministry programs, they are simply grouped below by the logo style used.

Kairos Inside Program

Freedom  Darkness to Light  Angel Freedom  Contemporary  RazorWire

Kairos Outside Program

KO Standard  KO Red Banner  KO Earth Banner

Kairos Torch Program

KT Praise  KT Standard  KT Red Banner

All Ministry Programs

KPMI Combination

Photo Option

Any layout style that does not have the vertical “banner” on the left side of the page can optionally incorporate a photo from the built-in inventory of approved photos.

You can also incorporate your own photo (it is up to you to ensure that your photo meets the approved ministry restrictions of the photograph policy).
KairosDonor builds a temporary database for its mailings that is a consolidation of one, or multiple databases. You are given the choice of incorporating the following databases into this consolidated mailing database.

Donations – This is the basic donation information file in KairosDonor. It is made up of the twin files of Family.TPS and Agape.TPS.

Outreach – If you are using the Kairos Outreach program, you can import its database of persons who have seen a presentation about the ministry and who have indicated an interest in supporting the ministry.

Ezra Team Database – If you can get a copy of the Ezra Team database from a Weekend Leader, you can import its database of past team members, who by their very past involvement as a team member, have demonstrated an interest in the ministry.

Excel Import – KairosDonor allows you to import a database from any other source as long as the database is structured properly as an Excel spreadsheet in Text-Tab Delimited format. You can print the specification for the spreadsheet layout and name format.

When KairosDonor builds the consolidated database, it integrates the optional input data sources as you have selected. As it builds the temporary consolidated mailing database, it first loads the base of donors (Agape.TPS file). Then, as it begins loading the other optional databases, it checks to see if that person has been recorded as making a donation through KairosDonor. If so, then they are not added to the database. However, if they did not make a donation, then they are added as a non-donating person. Once the consolidated database is built, you have the opportunity to review and edit the consolidated database prior using it for the mailing. This gives you a chance to eliminate duplicate entries due to slight variations in the data from the various databases.
D. Creating a New Letter

When you select the program for Donor Letters, you are brought to what KairosDonor calls the Donor Letter Center. This is the main control point for producing letters for persons and organizations that have donated, or might donate to your ministry.

There are three basic steps to producing the letters for your donors. First, you prepare the letter, then you prepare a temporary mailing database, and finally, you print the letters.

There are two different approaches to creating your letter. First, you can create a new letter by selecting a letter template. The system contains a number of different letter styles for Kairos Inside, Kairos Outside and Kairos Torch.

Alternatively, you can choose an existing letter that you have used in the past and make a copy of it to create your new letter.

Once you have created a new letter, you can open the new letter from a list of existing letters that you have created an review and revise the letter to meet the specific needs of the current mailing.

E. Revising a Letter

You will always need to revise a new letter so that it reflects the specific circumstances of the mailing, such as the date of an upcoming Weekend event and the name of the event. In virtually every case, you will revise the content of the letter paragraphs for the new mailing. In some cases, these revisions are to correct details of the letter. In other cases, it is to change the message of the letter so that each letter doesn’t appear to be a simple form letter.

To revise an existing letter, you select the desired letter from the list of existing letters.
When you select a letter, you will get a display of the letter specifics. Keep in mind that a KairosDonor letter is not a simple document, like a wordprocessing document. Instead, it is a description of the letter, complete with information that allows KairosDonor to create a variety of specific letters, depending on the nature of the persons in your mailing database.
The Letter Definition screen contains all the information to describe the letter that will be produced, in accordance with the letter structure that was discussed earlier. The first thing to notice are the tabs that are located at the top of the screen.

The General Tab defines the look and layout of the letter, including the logo, the margins, the use of a photo in the letter, the font, etc.

The second Tab, colored green, contains the text that will be used in the introductory paragraph of the letter. The third tab, colored blue, contains the text that will be used in the body of the letter. The fourth paragraph, colored light red, contains the text that will be used in the closing paragraph. For the majority of letters, these tabs will be all you need to use. KairosDonor also supports a “custom” letter, which allows you to use the benefit of the letter style (with the logo, margins, etc), but substitutes a freeform letter instead of the normal structured paragraphs.

The first tab describes the layout of the letter. The nice thing about using the Templates to create your letter is that KairosDonor takes care of all the technical aspects of defining the way your letter will look. In most cases, you will not have to make any changes to the layout description of the letter.
The paragraph tabs allow you to make changes to the specific paragraphs that will be used in the letter. In every case, you will want to review and modify the specifics contained in the text.

For each of the three sections of the letter, there are more than one paragraphs that could be chosen by KairosDonor when the letter is printed, depending on the nature of the person or organization that the letter will go to.

You will see tabs that define the specific text that will appear in that section of the letter. For example, in the introductory paragraph section, there is one set of text for persons who donated, and a different text for persons who did not donate.

You should review the text of each paragraph, and modify it as appropriate. Click the OK button when all the paragraphs have been revised to suit your needs.

F. Building the Temporary Mailing Database

The second step, after creating your letter, is to build a temporary mailing database that will contain the information needed to guide the creating of the customized letters for each person or organization in the mailing list.

As described earlier in Section 8.C, KairosDonor not only uses its database of donors when doing a mailing, but you can also incorporate other databases to magnify the effectiveness of the mailing, and the impact on the ministry over time.
There are four steps to creating your mailing database. First, you set the criteria for selecting a person to include in the mailing. There are two options available, persons who donated to a specific weekend event, or persons who donated during a specific date range.

Next, you identify the source of the list of persons to consider for the mailing. KairosDonor supports four database sources:

1. KairosDonor database of donors
2. Kairos Team Members (from Ezra)
3. Non-Donating Outreach Volunteers (from the Kairos Outreach database)
4. An Excel spreadsheet (Text-Tab Delimited format)

You make sure the databases are located in the folders as explained on the Info screen (???) , and KairosDonor will integrate the persons or organizations who meet the selection criteria into the temporary mailing database. You create the temporary mailing database by clicking the Build Database button.

Once the database is created, you can edit the database to review the selections made in the creation of the database. You can make corrections as needed to eliminate the possibility of duplicate or similar entries.
G. Printing the Letters

The third step is the actual printing of the letters. You will select the Kairos Weekend event that most applies to the mailing, and then the letter that you created for the mailing. When you then click the Print Letters button, the system will scan the temporary mailing database, and depending on the data about each person, will create a letter that is tailored to the specifics of that person.

Once the letter printing is complete, you can choose to print a matching set of mailing labels to make it easy to match the letter to the label. If you only want a set of mailing labels without printing the letters, you can also do that.

H. Using the “Custom” Letter

In addition to the “Donor Letter” capability, KairosDonor also provides a “Custom Letter” feature. This capability allows you to use “merge tokens” in the letter, and during the printing of the letter, KairosDonor will substitute data from your consolidated mailing database into the letter. The following “merge tokens” are supported:

{Donor Name} – this represents the “mail label” name for the person.

{Salutation} – this represents the name that appears after the “Dear” in the letter.

{Sponsoree Name} – this is the name of a person who the Donor financially sponsored.

{Kairos Event} – this is the name of the Kairos Weekend
{Address} – this is the complete address of the donor.

You do not have to use merge tokens in a custom letter, but if you do, you can personalize the letter through creative use of these tokens.