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Successful Fundraising

A MONTHLY REPORT OF SUCCESSFUL FUNDRAISING IDEAS, STRATEGIES AND MANAGEMENT ISSUES

Inside

UTILIZING INTEGRATED CAMPAIGNS

Make Integrated Campaigns Work for You

By Kerry Nenn

What is an integrated campaign? "It's a coordinated fundraising and marketing strategy that shares a specific story, offer and/or ask across multiple channels, both offline and online," explains Holly H. Paulin of Broccoli Non-Profit Consulting Services (Ottawa, Ontario, Canada). This might be as simple as a direct mail letter with a corresponding email follow-up or a coordinated ask across direct mail, email, social media and your website.

Why use integrated campaigns? Research shows they can improve response rates. Email averages a 1 percent response rate, and direct mail averages 5 to 9 percent. Combining direct mail and digital pushes that number up to 28 percent. "An integrated strategy can also create a better donor experience," notes Broccoli Co-founder Brock Warner. "It meets donors and prospects where they are, allowing them to choose how and where they want to give. They're more likely to see your message at the right time for them. The increased accessibility can also lead to greater equity among your donor pool."

How can you create a successful integrated campaign? A multichannel strategy requires time, resources and planning. Paulin suggests starting with an alignment of your objectives, goals, strategies and measurements. "Get this strategy in place first," she advises, "before thinking about which tactics or channels you want to use. Then use a calendar to coordinate timing with other departments as to what you're asking for and when." Next, consider your technology needs and budget. If you don't have access to all channels, what tools or platforms might you need to execute your strategy? Paulin adds, "Digital is increasingly 'pay to play' if you want people to see your content, so budget is an important factor for both online and offline channels."

To analyze success, Warner recommends, "When it comes to digital, focus on conversion metrics over vanity metrics. These measures can be harder to obtain because they might need a bit of technical know-how, but the reward of knowing how your efforts tie into fundraising is invaluable. So the next time you hear talk of vanity metrics like impressions, views or open rates, ask the tough questions to uncover conversion rates. Ask how many new donors were acquired and what the return on investment was for that advertising spend." ◆

Sources: Holly H. Paulin, CFRE, Co-founder, Broccoli Non-Profit Consulting Services, Ottawa, Ontario, Canada.
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Listen and Take Time … Patience Pays Off

Sometimes it takes time and patience to match a donor with the right opportunity — but the effort pays off. When a donor called Jane Ciraulo, director of annual giving at Boca Raton Regional Hospital Foundation (Boca Raton, FL), he was looking to give around $250,000 for a naming gift. "But he specifically wanted something that would bring peacefulness to our staff, patients and families, and he didn't see anything among our naming opportunities in that range that fit," says Ciraulo.

Ciraulo continued to work with him and eventually showed him all the naming and capital campaign opportunities available. This included a $1 million naming of the campus reflection pond. This fit perfectly with the donor's wishes. "We ended up with a million-dollar gift we hadn't anticipated," notes Ciraulo, "because we take the time to listen to our donors and connect them with the right gift." ◆

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WILEY

SOLICITATION PREPARATION

Ready Yourself for the Big Ask

You've cultivated the relationship. The timing is right. Now, are you prepared to make the ask? Anne Krause, president and executive director of Hemisfair Conservancy (San Antonio, TX), suggests the following strategies to prepare:

- ❑ **Designate an asking partner.** Don't do the ask alone. Partner with an impassioned volunteer who has a warm relationship with the donor.
- ❑ **Script it.** Prepare for your scheduled meeting by drafting a script. Then practice the script and stick to it.
- ❑ **Define roles.** As you practice with your ask partner, decide who will field which types of questions. Coach your partner so they feel comfortable answering questions. "The more the volunteer can field, the better, because that's where the donor relationship is," notes Krause. "Establish an agreement that they will answer questions if they feel comfortable with the topic, and use eye contact with you to signal whether they need you to jump in. Remember, the more comfortable they are, the more they can be themselves. If you've practiced and feel confident in who is going to say what, when, you can both focus better. You won't be distracted by those concerns, which will free your headspace for listening and responding."
- ❑ **Explain the timing.** "Let the donor know why you're coming to them right now," Krause says. "It's not just because your organization needs the funds. That's part of it, but it's also the right timing for the donor, and you know this because you've done your homework and have been building that relationship. You are matching the type of investment needed with their ability to give and passion to make an impact."
- ❑ **Stop talking.** After you've thanked them for meeting with you and explained why the time is right to invest in your organization/project/program, give the donor the opportunity to ask questions. "Once you've said what you planned to say, it's time to be quiet," advises Krause. "Let them ask questions, and answer those questions before you rush in with your ask."
- ❑ **Get quiet … again.** Once you've made the ask, be ready to listen again. "This can be difficult," admits Krause, "because you might be excited or anxious. But once you've made your ask — not another peep. The donor might have another question, so stop and listen."
- ❑ **Prepare for the curve ball.** If you've done all your homework, the donor should be expecting the ask, and you should be fairly confident in what their answer will be. However, even if you've done everything right, something unexpected may happen. "If you don't secure a gift on the spot, but the answer isn't 'no,'" Krause says, "the most important thing is to thank them and secure a follow-up. Ask them what they would like to hear from you and by when. If they've thrown a question at you that you can't answer immediately, be honest and say you don't know the answer and will have to get back to them, and let them know when you will." ◆

Source: Anne Krause, President and Executive Director, Hemisfair Conservancy, San Antonio, TX. Phone (210) 262-2502. Email: anne.krause@hemisfairconservancy.org. Website: https://hemisfair.org

BOARD MEMBER AGREEMENTS

Include the Expectation That Board Members Make a Gift, Help Fundraise

In an effort to be more proactive in engaging its board members in fundraising, one of the items on the Association for the Study of Higher Education's (Beaverton, OR) newly created board member agreement reads, "Donate annually to the Graduate School Travel Fund, at any amount, during your term."

Because they wanted to be sensitive to each board member's financial circumstances, they specifically didn't put a dollar amount in the agreement, says Executive Director Jason Guilbeau. While they have asked their board members to make a donation for the past three years, it has always come after they joined the board rather than something they were transparent about leading up to it, he says, and as a result, for some board members the ask came as a surprise.

Making it an upfront expectation will be helpful, especially as they launch a fundraising campaign in 2024 leading into their 50th anniversary in 2025, he says: "We will be tapping our board members to make both personal donations as well as help us connect with folks who have the capacity to give, making it especially important for us to be transparent about the fundraising requirement." ◆

Source: Jason Guilbeau, PhD, CAE, Executive Director,
Association for the Study of Higher Education, Beaverton, OR.
Phone (202) 843-5166. Email: jason@ashe.ws. Website: https://www.ashe.ws

ESTABLISHING A PHILANTHROPIC CULTURE

Build a Board Who Will Support Your Grants Process

"It's not a one-shot deal," explains Scot Scala, president of Scala & Associates (Avon, CT). "Developing a culture of philanthropy requires regular communication and cultivation."

To create a board that supports grants, Scala suggests three techniques:

1. **30,000-foot communication.** The first step is to have clear, solid, regular communication with your board about your grants process. "Keep this at a 30,000-foot level," notes Scala. "The board doesn't need to act as staff or micromanage. But they do need to understand how the process works and how they can support it."
2. **3-foot communication.** Once board members understand the grant process, work with them on how best to communicate your organization's grant needs directly to others. They need to take the information to grantors and leaders. "Remove any fear of communication by helping them craft their message in a personal and meaningful way," says Scala. "They don't need an exact script, but give them speaking points and key areas to discuss. Keep them updated with the most recent data and outcomes from your organization so that they can convey updated information. Their communications should also include their own story and why they are involved with your organization."
3. **3-pronged engagement.** Board members should be financially, personally and intellectually engaged with the organization.

"First, if board members don't support the organization monetarily, how can they be positioned to ask others for financial support?" asks Scala. Board members must contribute financially to the organization.

"Second, board members should engage in mission moments. This takes them beyond surface-level information and immerses them in the impact of the organization. For example, they could attend an after-school program, go to a senior luncheon or interact with clients at the homeless shelter. "They have to be personally exposed to the work," Scala notes. "One way to do this is to forego a board meeting and instead create an immersion moment that exposes them to your programming.

"Third, engage them intellectually by making sure they have the information and data they need to be an ambassador. What is happening in your organization that is grant funded? What are the biggest challenges you're facing, and how can grants help? Break it down for them so they know it costs X dollars to help one person." Scala notes, "With this information, they are better positioned to help open doors with funders — and keep those doors open." ◆

Source: Scot Scala, GPC, President and Senior Consultant, Scala & Associates, Avon, CT. Phone (954) 732-7663. Email: scotscala@sbcglobal.net.
Website: https://scala-associates.com

ROLES AND RESPONSIBILITIES

Practical Ways to Prioritize Your Fundraising Tasks

The options are unending. So which tasks should you focus on to make the best use of your time? Derik Timmerman, managing partner at Sparrow Nonprofit Solutions (Denver, CO) and author of *The 40 Laws of Nonprofit Impact*, suggests prioritizing the following five tasks:

1. **Start with the board.** The alpha and omega of fundraising prioritization is your board of directors. Timmerman says, "If you don't yet have a commitment form that lays out what they can expect of the organization and what it can expect of them in return, bring a draft to your next board meeting that includes a provision for every board member to give at least $100 per month to the organization."
2. **Coffees are king.** No technological advancement will ever supplant the fundraising power of a one-on-one coffee. Coffees are where you get to listen intently, love a person where they are and lead them deeper into the joy of giving. Timmerman suggests, "If this is difficult for you, consider setting a 90-in-90 goal. If you can meet 90 different people for coffee in 90 days or less, you're guaranteed to shatter every fundraising record."
3. **Plan one signature annual event.** "I've seen far too many nonprofits get trapped in an interminable string of small-scale events netting under $15,000," says Timmerman. "Make this the year when you slam down to just one signature annual event. Done right, it can pay for itself in real time as people register, net $150,000 in the first year and establish itself as part of the year-over-year fabric of your community."
4. **Give grants a chance.** With foundation gifts now comprising 19 percent of all charitable giving, the financial opportunity represented by grant funding is too large to ignore. Timmerman suggests templating a letter of inquiry and setting a goal of sending one every week to family foundations and community foundations in your local area.
5. **Long live gratitude.** Most of us have heard the saying, "The fortune is in the follow-up." Timmerman says, "The version I tell my clients is, 'The gifts are in the gratitude.' Nonprofits that get gratitude right (same-day handwritten thank-you notes, impact updates in the months following the gift, recognition at your signature annual event) somehow always seem to stay fully funded." ◆

Source: Derik Timmerman, PhD, CFRE, Managing Partner, Sparrow Nonprofit Solutions, Denver, CO. Phone (704) 975-3512. Email: Derik@SparrowNS.com. Website: https://SparrowNS.com

GIVING LEVELS, SOCIETIES

Evaluate Your Gift Clubs' Effectiveness

Most nonprofits' annual giving efforts offer gift categories or giving clubs that include corresponding donor benefits for each level of giving.

To what degree do you analyze each gift club's effectiveness? How successful is each gift club in attracting gifts? Do the corresponding benefits of each gift club encourage increased giving?

To evaluate the effectiveness of your gift clubs:

1. Calculate the number of donors and percentage of overall giving for each club. Which club appears to consistently draw the greatest number of donors? Which accounts for the most gift revenue each year?
2. Determine which gift clubs are attracting the greatest number of increased gifts — in terms of numbers and dollars — from year to year.
3. Analyze benefits associated with each club. Do they become increasingly exclusive as donors move up the ladder of support? Is there sufficient motivation to give more?

Analyzing gift clubs helps you make better judgments about needed changes. You may decide to change gift ranges for a particular club or benefits associated with a specific gift category. Or you may decide a complete revision of your gift clubs is in order. ◆

BRIEF

Involve Key Donors in Key Changes

If you're in the process of gearing up for a capital campaign, revamping your website or testing new collaterals, make sure to get your key donors involved in the process. Invite them to take ownership in your project.

Asking their opinion takes very little time and can garner useful feedback for you. It also makes donors feel as if they are making a positive contribution to the organization — one that's not monetary —and fosters goodwill. ◆

MAKING THE ASK

How to Overcome Solicitation Barriers

By Megan Venzin

When campaign goals and program launches are on the line, a "no" from a prospective donor can feel like a devastating setback. However, adopting a long-term outlook on the fundraising process can make the task feel a lot less daunting.

"I've always looked at making the ask as being a small part of a bigger relationship," says Kiersten Hill, director of nonprofit solutions for Firespring (Lincoln, NE), a full-service marketing agency and print house specializing in serving nonprofit organizations. "It's never just a one-and-done interaction — the ask should be a step that develops, maintains or grows a relationship into something more."

Once a fresh fundraiser herself, Hill experienced the stress and uncertainty that comes along with securing someone's financial commitment. Over time, she was able to reframe how she approached those conversations. "I learned when a prospective donor says 'no,' it doesn't mean 'no forever'; it means 'no for now,'" she says.

Hill offers a six-step process to overcome solicitation barriers and build meaningful partnerships with prospects and existing donors:

1. **Be curious.** "I think the very best fundraisers are those who really like other people," Hill explains. "If you're curious about people, then you'll be quick to learn about their interests, the causes that make them tick and whether those things align with what your organization hopes to accomplish."
2. **Embrace the discovery phase.** "Hold meetings to gain a deeper understanding of who the prospects are, how they could be helpful to you and vice versa," she continues. "Get to know their philanthropic goals, how they relate to your organization, and really identify if there is a meeting of the minds there."
3. **Take time to reflect.** "Fundraisers are inclined to want everybody to be a good fit — especially after they've put in time over meetings and discovery," Hill says. "Just know that work is never a wasted effort, even if it turns out one prospect isn't the best match for your organization."
4. **Gather insights.** "Seek out organizational stories the donor will respond and relate to, and use them to create the case for support," Hill suggests. "Then identify the key performance indicators that you'll track and report back to the donor so they can see their return on investment. You should also determine what their level of involvement will be going forward — in other words, know what the relationship is going to look like so that nobody's surprised later."
5. **Engage in collaborative planning.** "Sit down with the donor and explore important questions: What are the terms of the relationship? Is this going to be a multiyear gift or a one-time gift? Is this a pledge or are you providing an outright cash gift?" Hill offers as examples. "Set expectations in advance — it's so much easier to approach conversations about giving when you can anticipate their questions and provide donors with options that work for them."
6. **Find agreement.** "When presenting your contract, reiterate the impact the donor will be able to make, and have some numbers to back up those claims," Hill suggests. "Give specific examples of how their contributions will be used — all of these actions will remind them that this is a reciprocal relationship. It shows your gratitude, and it shows the positive effect that they'll have on your organization." ◆

Source: Kiersten Hill, Director of Nonprofit Solutions, Firespring, Lincoln, NE. Phone (402) 437-0000. Email: hello@firespring.com. Website: https://firespring.com

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EVENTS THAT HONOR

Encourage Award Recipients to Invite Guests

Whenever you honor someone, be sure to encourage the recipient to invite guests — whether they extend invitations on their own or provide you with guests' names so that you can do the asking.

Having guests at the event will make their awards presentation more gratifying and also connect more would-be donors with your organization.

To make the most of honorees' invited guests:

- ❏ Reserve special seating and parking for them.
- ❏ Invite them to stand and be recognized after the honoree receives his or her award.
- ❏ Add their names to your mailing list and visit them at a point following the event. ◆

Have a success story or an idea you would like to share with our readers? Contact scott.c.stevenson@gmail.com.

WRITING FOR FUND DEVELOPMENT

Tips and Tricks For End-of-Year Appeals

By Daniel Lindley

In the final two months of the year, nonprofits raise $80 billion to $90 billion, with December alone accounting for up to a quarter of revenues, according to Lindsay Jordan, founder and CEO, Write On Fundraising (Tulsa, OK). To increase your slice of that pie, you should really think of end-of-year campaigns as full-year campaigns, she advises.

"The most important thing anybody can do to make their end-of-year fundraising appeal a success is to not wait till the end of the year, to not ask just once," she says. "The title 'end-of-year campaign' is a misnomer, because if you only ask for money once a year, you are leaving money on the table."

Nonprofits should run two or three "cadences" annually, says Jordan. The early ones prime the pump for the year-end cadence by conditioning donors to the campaign's message and giving options. Each cadence should run 10 to 12 weeks using different stories to illustrate a common message.

The first one or two cadences could be related to a nonprofit's mission, Jordan says. For example, a veterans' organization could run the early cadences on Memorial Day and Veterans Day. The final end-of-year cadence should include Giving Tuesday in November.

"Even if you don't raise a tremendous amount on Giving Tuesday, it's a really nice open-season call for your end-of-year appeal," Jordan says.

Alternatively, early cadences could be timed according to cash-flow needs, she adds. "Cadences are great because they help get that money in the door immediately, because you are working with individuals who can give that kind of split-second donation decision," she says.

Instead of setting one large annual campaign goal, break it down into parts, Jordan suggests. For instance, ask for $20,000 during each of the first two cadences and $60,000 at year's end so "you've positioned yourself at the end of the year where almost half of your campaign goal is covered. You're providing that bandwagon effect."

Getting all your board members to donate early will help attract grants from foundations and corporations, Jordan adds, which can be used as matching gifts to get that bandwagon rolling better. ◆

Source: Lindsay Jordan, Founder and CEO, Write On Fundraising, Tulsa, OK. Phone (888) 308-0087. Email: info@writeonfundraising.com. Website: https://www.writeonfundraising.com

BRIEF

How Much Is a Meeting Worth?

Although meetings and proper planning are important ingredients to success, be mindful of their return on investment. To help determine the cost of keeping development officers off the road, calculate their hourly dollar value based on each participant's salary. Then multiply that total by the number of hours you plan to meet. Know that time is money. ◆

Raising Funds During a Recession

Soft landing? Hard landing? No landing? Even professional economists can't seem to agree whether we are in a recession, are headed for one or will avoid a downturn altogether. The most important thing to do when the economy inevitably does enter hard times is to concentrate on outcomes rather than outputs, advises Jay Werth, principal, Convergent Nonprofit Solutions (Atlanta, GA).

Recessions can be even more challenging for nonprofits. Not only do nonprofit revenues decrease, but the need for their services increases during tough times.

Focusing on outcomes and the better-heeled segment of your donor base will help keep revenues coming in to meet those greater demands, because wealthier donors will likely be less affected by economic turmoil, Werth avers. Showing them the outcomes of how their money is spent will encourage them to give more.

"To be successful you have to focus on the larger dollars," he says. "If you can present a compelling case for support that has definable, investable outcomes, you can raise significant amounts of money."

When communicating with donors, too many nonprofits focus on outputs, such as programs, tasks and operational metrics, Werth says. While it's necessary to inform donors about your programs, it's more important to focus on the outcomes, or what those programs achieve. That is, what are the ultimate benefits of your programs for donors and the community?

For example, an output for a group that serves underprivileged youths might be the types and number of tutoring sessions it offers. The outcome would be how these tutoring sessions have given kids the skills they need to get better-paying jobs that have produced a higher tax base and a stronger economy. That's a clear outcome that donors can get behind, says Werth. ◆

Source: Jay Werth, Principal, Convergent Nonprofit Solutions, Atlanta, GA. Phone (803) 361-0084. Email: jwerth@convergentnonprofit.com. Website: https://www.convergentnonprofit.com

Raise More by Diversifying Your Revenue Streams

How can you raise more money and improve your nonprofit's sustainability? Kirsten Primozic, product operations manager at GiveSmart (Oakbrook Terrace, IL), suggests five methods to diversify your revenue streams:

1. **Think seasonally.** Primozic explains, "Seasonality can play a critical role in determining when a new strategy should be implemented. With 60 to 70 percent of fundraising occurring during Q2 or Q4, this provides two quarters where out-of-the-box fundraising can be applied without impacting the main revenue drivers. Hosting online or virtual fundraisers is a great way to introduce new opportunities that foster year-round engagement and provide a new experience that casts your supporter net into new waters."
2. **Focus on recurring revenue.** Primozic reports recurring revenue currently accounts for 7 percent of total donation revenue. "But this is a number that everyone should want to see rise in 2023," she notes. "Because moving forward, steady, reliable sources of income are going to be the thing that allows your organization to continue to see success, have growth opportunities and weather whatever financial environment the future brings." Tip: A simple pop-up message that asks a donor to make their gift a recurring gift increases the number of recurring donors by 64 percent.
3. **Save on processing fees.** Provide the option for supporters to pay their credit card processing fees. Primozic reports, "Of the campaigns where the option to pay the fees was enabled last year, supporters opted to pay the fees half the time. This accounted for $12 million staying in the pockets of the nonprofit. Just imagine the impact that additional $1 a month made to their causes."
4. **Leverage donor networks.** A peer-to-peer campaign can be a fast and effective method to grow your donor database. "On average, 62 percent of donors giving in a peer-to-peer campaign are brand-new contacts for your database," says Primozic.
5. **Cultivate current donors.** It costs 5 times more to gain a new donor than to retain an existing one. "Expanding your reach shouldn't come at the cost of existing donor retention," warns Primozic. "Don't lose sight of those who have helped you get to where you are today. Continue to enhance your donor segmentation and provide custom and timely messaging that will foster relationships both new and old." ◆

Source: Kirsten Primozic, Product Operations Manager, GiveSmart, Oakbrook Terrace, IL. Email: marketing@givesmart.com. Website: https://www.givesmart.com

BRIEFS

Vary the Ways You Market Endowment Opportunities

How are endowment opportunities promoted by your organization? Too often, charities use only one or two methods to get the word out. To make sure you are reaching your various publics in a variety of ways, market your organization's endowment opportunities through these and other methods:

- ❏ Articles in your planned gifts and general newsletters or magazine.
- ❏ A specific direct mail appeal — with a bounce back — that invites recipients to respond and explore endowment options.
- ❏ Features and news releases that discuss various aspects of your endowment.
- ❏ Receptions hosted by those who have established endowed funds.
- ❏ Information and articles posted on your website.
- ❏ Publicity about those who have established recent endowment gifts or left bequests. ◆

Touch Donors' Hearts When Asking For an Increased Gift

Asking past donors to give more this year just because you need it to meet your budget isn't enough. Your request must be compelling and must touch your donors' hearts.

Focus on those you serve in preparing your ask. What would happen to them if your services ended? How would the absence of your agency or institution impact the citizens of your community? Design your request based on your cause and specific donor.

For example, a domestic violence center might put together a pitch such as this:

"Just because the government cut back our funding does not lessen the needs of domestic violence victims. They're still hurting. In fact, the number of clients we're serving continues to grow. I know times are tough, but they're even tougher for the people we serve. That's why I'm asking you for an increased gift of $250 this year. Will you help us help them?" ◆

LEADERSHIP'S ROLE IN FUNDRAISING

Make Time to Hone Your Communications Skills

By Kim Pawlak

Post-pandemic, communication has become even more critical from a leadership and organizational perspective to really engage staff and create a culture of feedback in the workplace that will result in optimum performance, says Katrina Onderdonk, senior director of talent management for advancement and alumni relations at California Institute of Technology (Pasadena, CA).

Critical to promoting a culture of feedback is building a foundation of trust with your staff members so you can deliver that feedback with care and so they can hear it, she says: "Our managers prioritize team development and workplace culture. Over the years, managers and leaders have seen the benefits of building that foundation of trust and being able to be vulnerable and candid with one another."

> *"It is the responsibility of the manager to provide feedback so staff know what they are doing well and what they need to do differently. This is practicing kindness and respect."*
>
> Katrina Onderdonk

Creating that culture of feedback should start during the recruiting process and be comprehensive from a manager's role at every step of an employee's tenure within your organization, she says, from the job description, to how you lay out your expectations from the very beginning, to how you plan out their year with them with clear metrics and goals. You should be regularly providing them with positive and constructive feedback, says Onderdonk, via one-on-one dedicated time to ask what they need and how you can support them and help set them up for success: "It is the responsibility of the manager to provide feedback so staff know what they are doing well and what they need to do differently. This is practicing kindness and respect."

"We tend to think of communicating feedback during the annual performance review, but it should also be happening in regular one-on-ones with staff members through conversation and status checks of progress to goals leading up to that annual performance review, which should be a recognition of accomplishments and summary of performance of the year with no surprises," she says. "If you're going to have anything constructive or negative in a performance review, the employee should have already heard it at least once."

It's also important to conduct regular team meetings to foster strong communication and productive conflict among team members, provide a vision to achieve goals and hold each other accountable. In addition, by incorporating team-building efforts, such as taking personality assessments, staff can develop stronger self-awareness of their strengths and those of their colleagues. Learning collectively where each person excels, what their communication style and preferences are, can lead to a healthy and supportive workplace environment and maximize the work of the team. ◆

Source: Katrina Onderdonk, Senior Director of Talent Management for Advancement and Alumni Relations, California Institute of Technology, Pasadena, CA. Phone (626) 395-8974. Email: konderdonk@caltech.edu. Website: https://www.caltech.edu

ANNUAL GIVING STRATEGIES

Raise $50,000 More In Annual Gifts

Need an extra $50,000 in annual gift revenue? You can do it by building a set of action plans centered around one strategy. The key is picking a strategy best suited for your organization and sticking to it.

All too many nonprofits spread themselves too thin by doing a little more in direct mail, a little more in phonathons, a little more in face-to-face calls, etc. Instead, zero in on one fundraising strategy that makes sense for your organization and then build a set of sub-strategies around it.

Below are three examples of key strategy options broken down into sub-strategies that help illustrate this approach:

THREE FOCUSED STRATEGY OPTIONS TO GENERATE $50,000 IN NEW GIFT REVENUE

Option No. 1: Longfellow Society (Annual Gifts of $1,000 or more) Generate 50 New Members

Member-recruit-a-member Initiative — Goal: $20,000

Staff Calls (Four new members per staff member) — Goal: $16,000

Targeted Direct Mail Appeal — Goal: $10,000

Board Development Committee — Goal: $10,000

Option No. 2: New Sponsorships (To Underwrite Programs/Services)

Wellness Initiative — Goal: $20,000

Outreach/Mobile Unit — Goal: $10,000

Neo-natal — Goal: $20,000

Option No. 3: New Special Events

September Western-themed outdoor fundraiser — Goal: $15,000

December Tour of Homes — Goal: $18,000

April Fashion Show — Goal: $8,000

May Golf/Tennis Classic — Goal: $20,000 ◆