

FIELD NOTES

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Leadership Without a Map

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Best practices and fundraising skills are mastered in an annual campaign.

Strong Annual = Strong Capital

The best predictor of future giving is current giving.

WHAT'S YOUR ANNUAL CAMPAIGN STYLE?

Steady Your campaign is holding steady or barely growing. You haven't done much to change up the campaign strategies. Upgrades and new donors are few and far between.

Roaring Your annual campaign is growing significantly each year, with a concerted focus on upgrading gifts, understanding needs, and strong cultivation. You have strong relationships with major gift donors and a recognition program in place.

Floundering Your annual campaign is sinking ... or maybe has never existed in the first place. The economy has you scared to even ask for gifts. Is it time to get serious about a strong and structured annual campaign?

THE REALITY CHECK

When it's time for a capital campaign, your board may well be energized about a shiny new building. Though they've never done much for the annual campaign, they're really excited to help with the capital campaign... until they begin to receive confused looks and questions about why they're raising money.

The reality is that an organization without a strong annual campaign has missed an opportunity to communicate why they need money in the first place and how their mission is making a difference in the community. **Without a history of regular giving to your organization, potential capital donors will need extensive cultivation to build their interest in your project.**

Capital begins with ANNUAL

The annual campaign allows you to educate donors consistently about the importance of your organization's cause and value to the community. When your donors are actively informed and engaged in your charitable mission, they are more apt to embrace and proudly support your capital needs as well.

Annual campaign donors often give 10-15 times their regular contribution for a capital campaign. When engaged in strong relationships with the non-profit, donors will often increase their giving for a capital campaign.

That means **major gifts to the annual campaign are a strong indicator of major gift potential for a capital campaign, IF the relationship with those donors has been nurtured, IF they've been encouraged to regularly**

increase the amount of their gift and IF their interest has been enhanced year after year.

PRACTICE

The annual campaign allows for on-going practice of solicitation and cultivation skills. In many ways, the annual campaign is a leadership development program for your volunteers and staff.

Board members who learn to be successful in the annual campaign will in turn strengthen their relationship to your organization and build leadership skills transferable to any situation. Volunteers do not often come to to your board with high-level fundraising skills. They want to help, but need your guidance.

If a capital campaign is in your future, look to your annual campaign to build the bench strength of your volunteers and to strengthen the connection to potential donors.

Looking for additional help to transform your annual or capital campaign? Contact us for more information on trainings, consulting services and resources to help your volunteers succeed as fundraisers and as leaders!

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