What are the BASIC elements of a successful annual fundraising campaign?

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Elements of a Successful Campaign

- FOLLOW THE PLAN
- Steering Committee
- Volunteer Recruitment
- Prospect & Evaluation Education
- Kick off Meeting
- Conducting a Report meeting
- Victory Celebration
- Follow-up
To be successful, the annual enrollment must have three elements:

1. Determining prospective donors’ interest in your organization.

2. Analyzing prospect’s financial ability to contribute.

3. Determining who is the right person to make the solicitation.
Why People Give

First: They are asked
Second: They believe and care about the ideals of the organization
Third: Prestige and recognition
Fourth: Seek power and influence
Fifth: Peer pressure
Sixth: Tax consideration
What OTHER benefits from the campaign?

- An awareness and understanding of your organization and its programs
- A broad base for support of program resources
- New prospects as well as current donors
- A measure of independence in program and operation
- An annual opportunity to tell the your organization’s story
- An opportunity for a donor to gain personal satisfaction
- A vehicle for growth, providing strength in working together for a common cause
- A source of human resources for programs as volunteers become more involved in your needs.
- An opportunity for personal commitment
Time Schedule for Campaign

- Kickoff on a set date—October 15.
- Monthly Report Meetings—Pep rally lunches where each team reports on their status and recognized.
- Weekly emails sent about status of campaign.
- Victory Party on a set date—near April 15 to conclude campaign.
Easiest way to ask for funds for campaign is invite people to the Honoree dinner for that Team.

IC5—Ask chairs for 5 people in their sphere of influence who they would ask.

At the event, they will be asked to give to the campaign.

Larger donors will be targeted one on one.
Vendors Campaign

- Invitation to Solicitors of Organization Board members.
  - At every campaign level, request to send out letters of top volunteers using their own stationary to vendors and other people who “cannot say no” to the volunteers.
Board Campaign

- Recruit Board members as members of the Steering Committee.
- Solicit their gift first. Ask them to lead the way in their giving.
- Request a Vendors Campaign from each Board member.
The Steering Committee

* Key organizational volunteers/top business leaders

* Committed to the mission of the organization

* Positive attitudes
This committee should have five to eight members, and be composed of key advisory board members, key volunteers, and wealthy influential/power structure community leaders.
The Job of the Steering Committee

- **Principal Responsibilities**
  - Select key leadership
  - Enroll personally in the upper level of membership
  - Actively participate in the prospect and evaluation process
  - Accept responsibility in enrolling other upper-level memberships
The Chair must:

* Believe that a successful campaign is essential for the organization to reach its objectives
* Be able to devote time needed for meetings, planning, and leadership
* Possess outstanding ability as a leader
* Have proven organizing ability
* Be willing to follow a plan
* Be representative of top leadership
* Have ability to recruit and stimulate leaders
* Have financial ability to enroll in top-level membership division
The degree of any campaign’s success depends upon:

* Top leadership
* Prospecting and evaluation—determining who has the ability and an interest to give
* The right person making personal solicitation
* Campaign controls & executive direction
Prospecting for Donors

- Good campaign prospects must have an interest in your organization. They must also have the financial ability to give if the right person makes the solicitation.
## Sample Gift Range Table

<table>
<thead>
<tr>
<th>Gift Range</th>
<th># of Gifts Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>Founder</td>
</tr>
<tr>
<td>$25,000</td>
<td>Pacesetter</td>
</tr>
<tr>
<td>$10,000</td>
<td>Distinguished</td>
</tr>
<tr>
<td>$5,000</td>
<td>Benefactor</td>
</tr>
<tr>
<td>$2,500</td>
<td>Sponsor</td>
</tr>
<tr>
<td>$1,000</td>
<td>Guardian</td>
</tr>
<tr>
<td>$750</td>
<td>Honor</td>
</tr>
<tr>
<td>$500</td>
<td>Patron</td>
</tr>
</tbody>
</table>
**Honoree Dinners**

The honoree dinner is a quick, effective method of securing donors at all levels of enrollment, including upper-level donors.
Fundamentals to Honoree Dinner success are:

1. Listing where luncheon or dinner will be held.
2. Recruiting hosts who will invite friends to attend a fund-raising event.
3. The host pre-enrolls on the level of those invited.
4. The organization’s story is presented by a volunteer who can impress the guests with knowledge and dedication to organization.
5. Securing pledges at the meeting.
Corporate matching gift programs are a great, untapped resource. More than 1,000 national corporations match their employees' gifts to nonprofit organizations. Many of them match employees' gifts to higher education, but recent trends show corporate philanthropy includes numerous community-serving organizations.
Campaign Tools

- Annual Fund brochures
- Job descriptions
- Steering committee
- Calendar of events
- Annual Fund organizational charts.
- Agendas
Annual Fund Brochures

- Sample brochures from other non-profits around the country are available to view and discover ideas for your campaign.

- Focus of the brochure is to capture through pictures and brief quotes the mission and story of your organization.
The master calendar is the guide to a smooth-functioning enrollment. It is:

* The basis for a work schedule by executive staff
* A guide for recruiting deadlines
* A timetable for meetings
* A schedule for office work
* A schedule for preparation of promotion and enrollment material
* A calendar of records management
* A calendar of kick off dates, report meetings, and cleanup
Add new prospects from the list below:

1. "New People List"
2. Associates of P & E Committee
3. Telephone book
4. Civic club rosters
5. Banks — board of directors
6. Industrial plants management list
7. Country club rosters
8. New businesses
9. Chamber of commerce lists
10. College and university alumni
11. Any other source list
Thanks for reading and let us know how we can assist you.

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