**All Together Now, #YearEndStrong** resources you can use

**Who to Ask?**

**A guide for identifying the people most likely to give a generous gift at the end of the year if asked.**

1. **People who typically give year end:** Pull a list of people who made donations to your camp at the end of the year (November/December). Look over this for people you know. They might appreciate hearing from you. This is such an unusual year: they will likely consider giving more generously this year if personally asked.
2. **Board Members.** Of all the people connected to your camp, Board members are most engaged, involved, and committed to the organization because they sit on the Board. Start with your own generous year-end gift. Then set up one-on-one conversations with board members. Start with thanking the person, and why you appreciate they contributions on the Board. Let them know what you are doing, why you think it is important to give an additional gift this year, and ask them to join you with their own additional generous gift on top of what they have already done. Let them know how important it is for the Board to show leadership to inspire other major donors to give again this year.
3. **Major Donors.** Pull a list of your top 12 or top 20 donors. The top 20% of your donors will typically give 80% of your charitable donations. These few individuals will appreciate having a chance to meet with you before the end of the year to hear about how things are going and how this crisis is impacted camp. They will also appreciate hearing more about how they can help. Even if they gave this spring or summer, you should still ask them to THINK about making an additional gift at the end of the year.

**Sample Chart of Gifts showing how major gifts represent most of the giving**



1. **Loyal donors.** Look at a list of donors, pulling a report of total number of gifts, and total giving, and largest gift. You are looking for donors who have a pattern of support over time, even if that support each year is modest – it adds up over time. More important, it shows someone who identifies with the mission of your Camp. These donors are worthy of connection again during this unusual year and letting them know that their support is deeply appreciated.

**EXAMPLE report**

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| --- | --- | --- | --- | --- | --- | --- |
| **NAME** | **Total number of gifts** | **Total amount given** | **Largest gift** | **Date of largest gift** | **Most resent gift amount** | **Date of most resent gift** |
| Julia Riseman | 12 | $34,500 | $12,000 | 2008 | $180 | 2018 |