



Essential Fundraising Plan



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Today's Topic

- Planning for Donor Engagement Over the Summer

In-person, On-line, Hybrid, oh my!

- Q&A



Essential Fundraising Plan



TODAY

Cultivate gifts that go to work right away, through campaigns that encourage sustained ongoing support and build donor loyalty.

ANNUAL FUNDRAISING



TOMORROW

Activate campaigns that accomplish big and lasting projects and inspire larger gifts and grow the total number of donors.

CAPITAL CAMPAIGNS

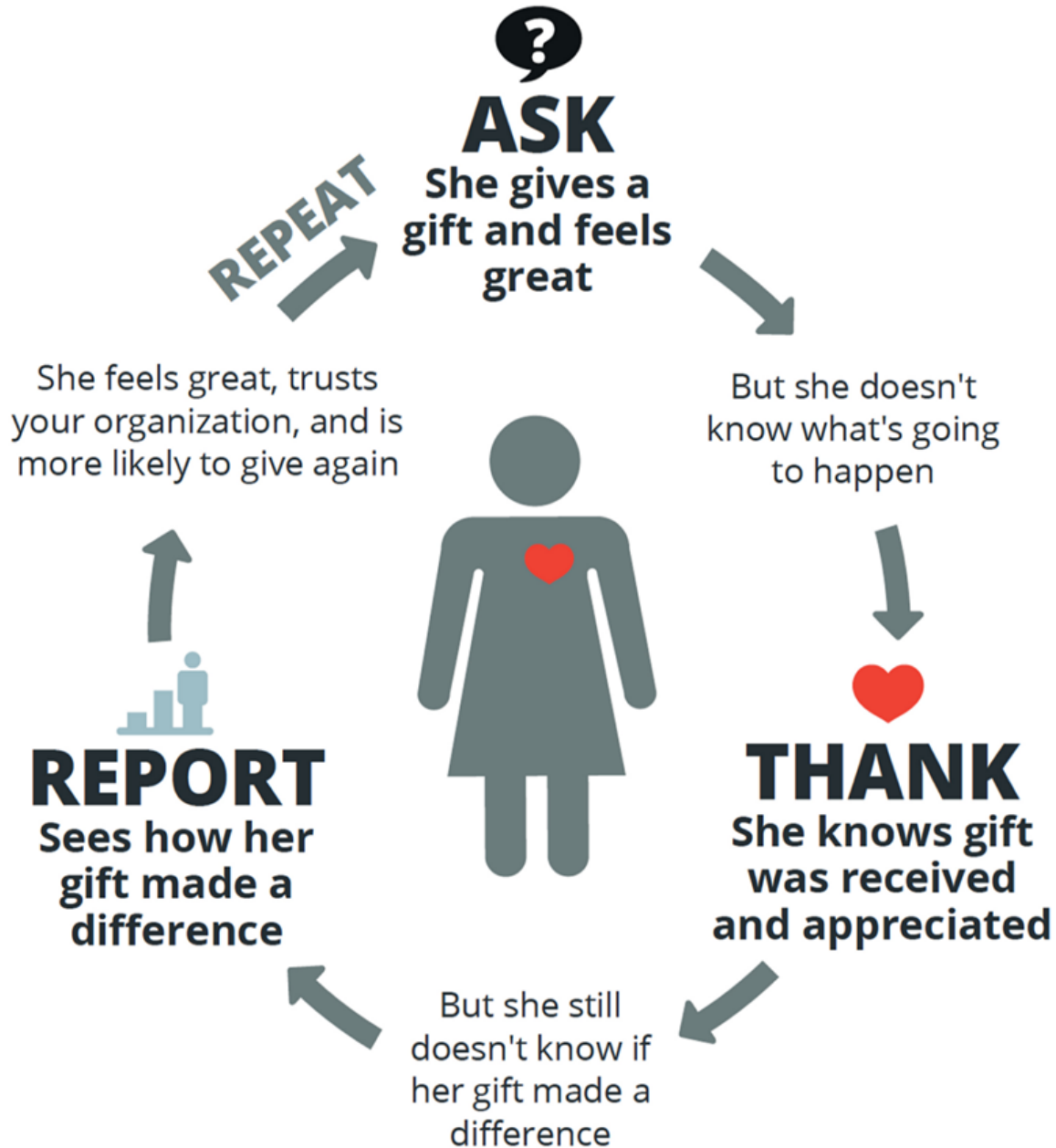


FOREVER

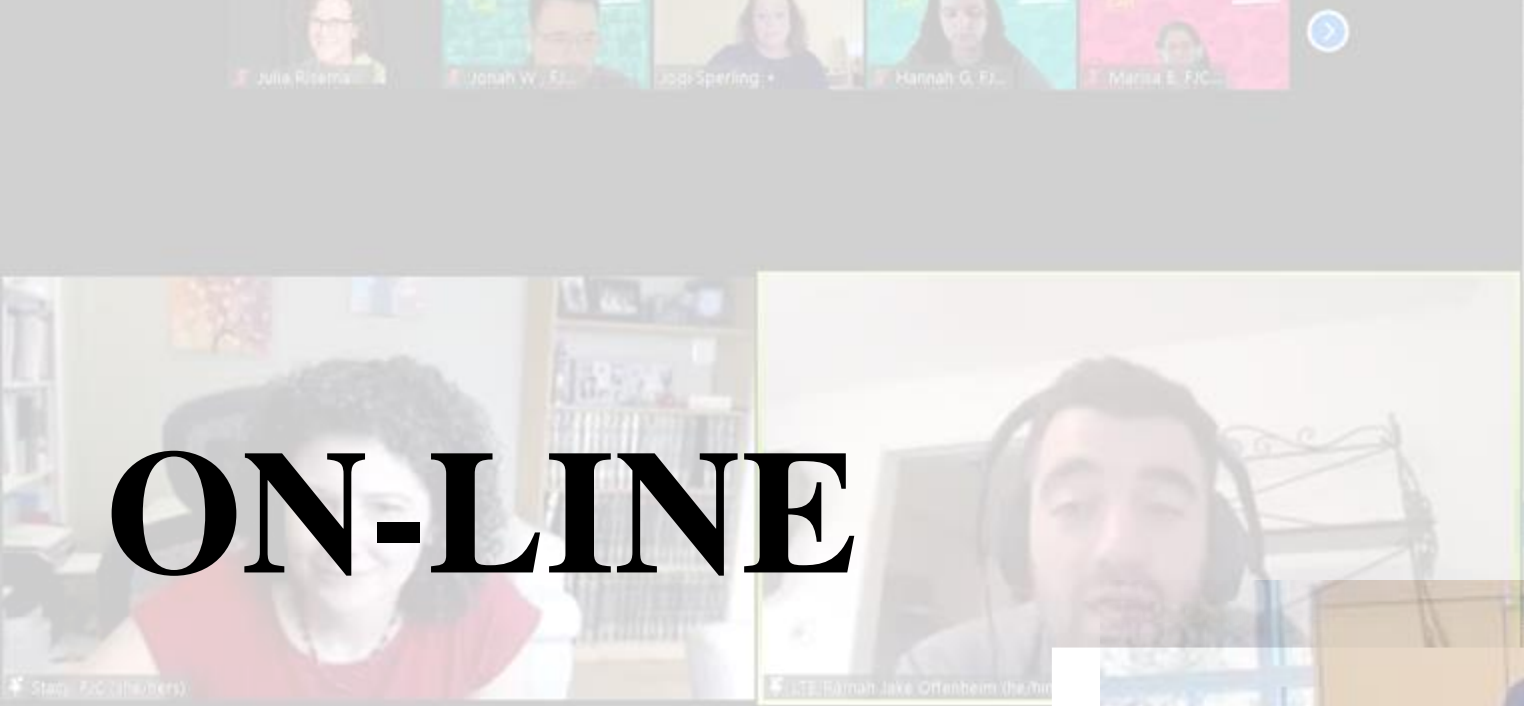
Grow an endowment in a campaign for outright gifts and pledged after-life gifts to ensure the organization is enduring.

LEGACY FUNDRAISING

Ask, Thank, Report, Repeat







Drivers of Donor Loyalty

- **Identity** – *This is who I am*
- **Belonging** – *I am wanted here*
- **Purpose** – *I make a difference*
- **Consistency** – *I'm not forgotten*
(Trust)





Sending a thank you gift to donors from campers (URJ Olin-Sang-Ruby Union Institute)



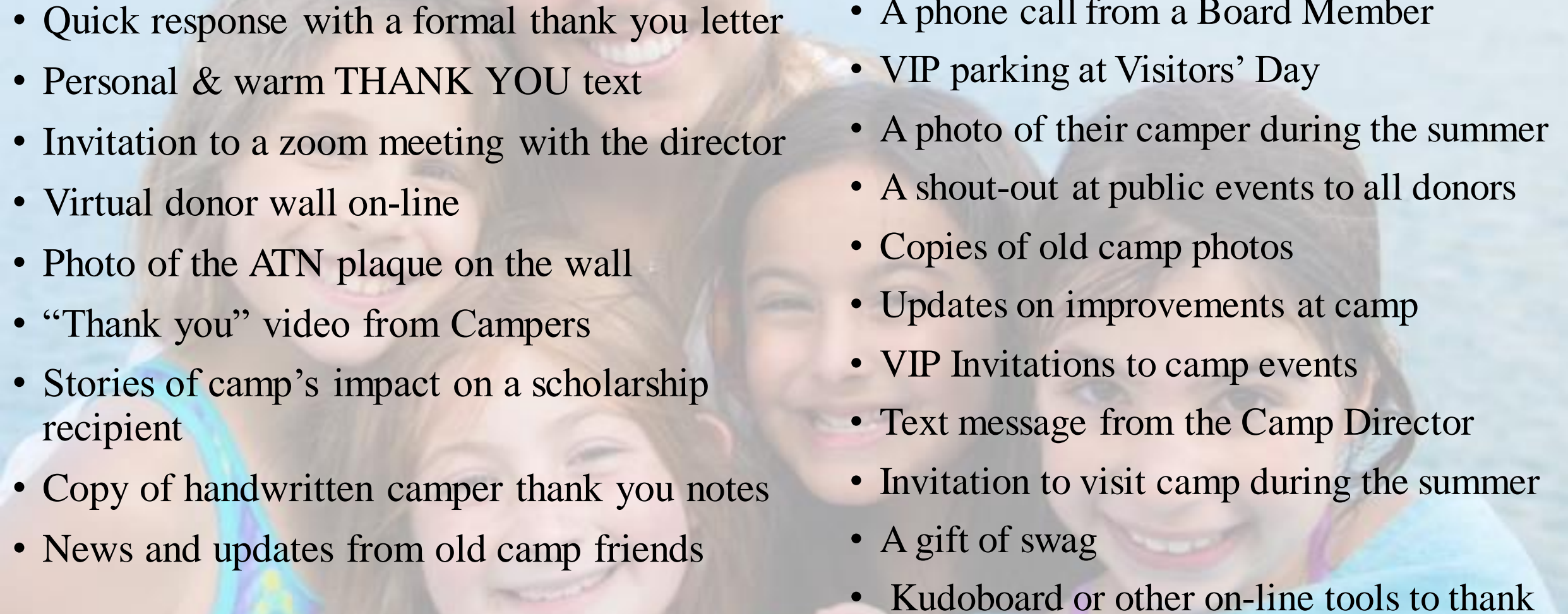
Possible donor visiting day at Camp (Camp Shomria)



Postcards from camp! (Camp Shomria)



A 'welcome home' newsletter to donors on the opening day of camp (Camp Northland-B'nai Brith)

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- Quick response with a formal thank you letter
 - Personal & warm THANK YOU text
 - Invitation to a zoom meeting with the director
 - Virtual donor wall on-line
 - Photo of the ATN plaque on the wall
 - “Thank you” video from Campers
 - Stories of camp’s impact on a scholarship recipient
 - Copy of handwritten camper thank you notes
 - News and updates from old camp friends
 - A phone call from a Board Member
 - VIP parking at Visitors’ Day
 - A photo of their camper during the summer
 - A shout-out at public events to all donors
 - Copies of old camp photos
 - Updates on improvements at camp
 - VIP Invitations to camp events
 - Text message from the Camp Director
 - Invitation to visit camp during the summer
 - A gift of swag
 - Kudoboard or other on-line tools to thank