



# Essential Fundraising Plan



# Essential Fundraising Plan

## Agenda

- Review
- Discussion
- Looking ahead: Drafting your Spring Appeal

# Ask, Thank, Report, Repeat





## 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

# Our Recommendation: **Annual**

**ASK:** Spring Appeal

**THANK:** Thank you letter that is warm and prompt

**REPORT:** Post-Camp Impact Report / Newsletter

**REPEAT:** Fall Appeal letters + Year-End

# Our Recommendation: Major Donors

*Make calendar plan for each major donor*

Schedule 3 one-on-one meetings in 2022

1. **THANK You!** conversation: “You are a hero to us.”

2. **REPORT** conversation: Your donation worked.  
Let me share with you a story.

3. **ASK** in person: Please give again



# Our Recommendation: Legacy

1. **ASK:** Include Legacy in Newsletters/reports/email  
Be comfortable with Legacy conversations

*“Be remembered forever by CAMP with a gift in your will, trust, retirement plan, or life insurance policy.”*

2. **THANK:** Public list of your Legacy Members  
Shout out of thanks at public events.

3. **REPORT:** Story of Legacy member in impact report

# Your Fundraising Plan

*What was helpful in creating your plan?  
Share a success or “bright spot”*

*If you didn't feel comfortable submitting it to us  
for review, where are you stumped or stuck?*





**March 31:**

# **Spring Appeals**

**April:**

**Donor Cultivation for Camp Season**

**May:**

**Donor Stewardship Summer and After**

**July:**

**Summer Check-in**

**August:**

**End of Year Planning**

**September:**

**Impact Report**

**Send your draft Impact Reports**

**October:**

**Legacy Month**

**November:**

**Major Donor Asks**

**December:**

**The Final Push**

# Tips for writing a spring appeal

- Recycle last year's letter or a past year's letter that worked
- “YOU”
- Focus on **Asking**, not thanking or reporting
- Add a P.S. at the end with a clear call to “give now”



Send us your draft appeal letter by 3/24: [JCamp180@hgf.org](mailto:JCamp180@hgf.org)