

A Program of the Harold Grinspoon Foundation



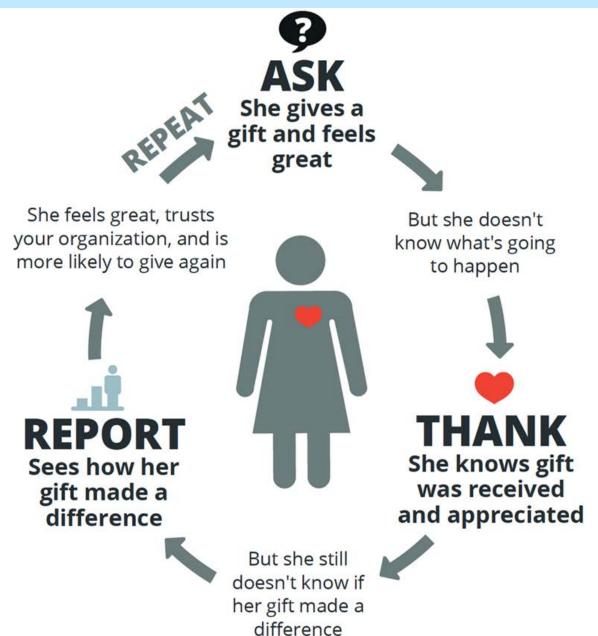
Essential Fundraising Plan



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.



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

I.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

I. 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: JCampl80@hgf.org