



Essential Fundraising Plan



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Today's Topics

- Tips for Great Spring Appeal Campaigns
- Q&A
- Looking ahead: Donor Stewardship (this summer and beyond)



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

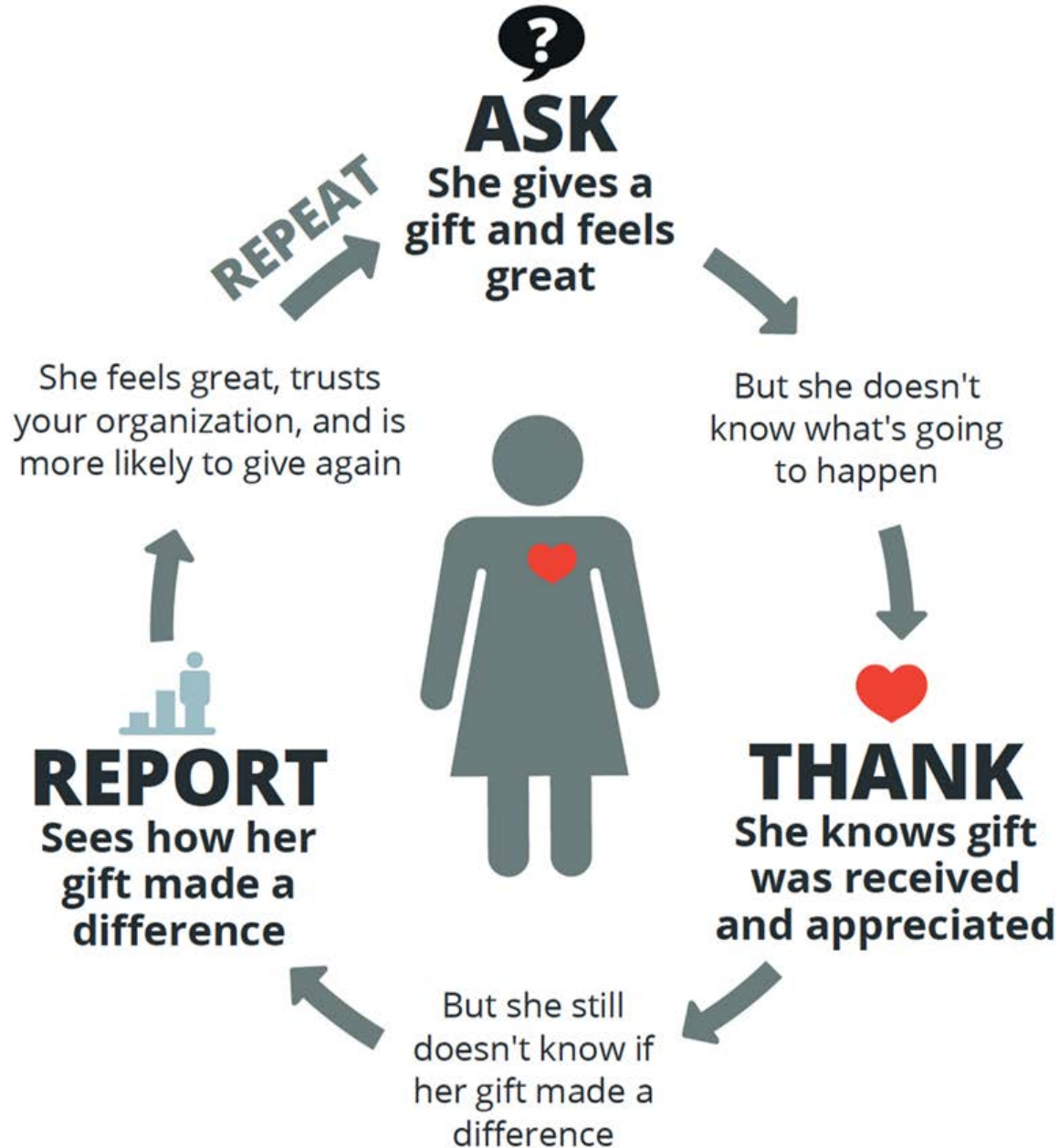


FOREVER

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





Address

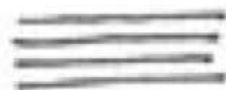
Stamp

Message

Tips for writing a spring appeal

- “YOU”
- Focus on **Asking** (not thanking or reporting)
- Add a **P.S.** at the end with a clear call to “give now”

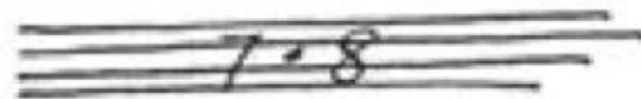
1.



2



6



7+8



9



10+11



12



3



4/5

See it,
hold it,
touch it.

Repetition

Letter in the mail

+ Email

+ Website



1. Appeal Letter

- Envelope
- Letter
- Return envelope

2. Follow-up short email

3. Website donation page



Discussion

DONOR

Stewardship





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