Attracting New Donors to your Annual Fund Campaign

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Segmentation

Your best donors are your existing donors!

• Stewardship
• Multi-year pledges
• Strategically upgrade to a leadership level
• Start with LYBUNTS, then SYBUNTS
Case for Support

- Write your case statement
- Compelling, researched, and persuasive
- The elevator speech
Direct Mail

- Low costs continue to make this productive
- Most effective for nondonors, especially if you have a compelling case
- Average nondonor response rate: 1-2%
Telemarketing

- Particularly effective for younger prospects
- Initial costs higher, but shown to convert more nondonors than direct mail
- Dialogue—Caller can articulate case and answer giving objections
Events

• Not particularly efficient or effective fundraisers BUT

• Help define the organization’s case in the public’s eye

• Publicity

• Encourage donors to bring friends and other nondonor prospects
Incentives

- Not just tchotkes
- Matching gifts
- All or nothing challenge
The face-to-face ask.
Making the Face-to-Face Annual Fund Ask
Why the face-to-face annual fund ask?

Why do people give?

“Personal solicitation remains the most effective way to solicit gifts for the annual fund.” Dove, Lindauer, & Madvig, Conducting a Successful Annual Giving Program

“You won’t get milk from a cow by sending a letter.” Jerold Panas, Asking
Non face-to-face solicitations

- Direct mail
- Ads
- Callers aka telemarketers
The Data:

• Direct Mail: 2-15% return
• Telemarketing: 50%
• Personal Solicitation: 76-80%
• Likelihood of securing leadership gift: 85% (success rate once a visit is secured—CASE)
Pros of non face-to-face solicitation

• inexpensive
• fast
• far-reaching
• allows constituency testing
• rating and screening process
Cons

• impersonal
• not a high ROI
• does not often illicit a leadership annual fund gift
What tools do you need for the face-to-face ask?

- Cultivation vehicles (Brochures, fact sheets, direct mail letters, organization’s publications & web site)

- People to make the ask (CEO/ED, Dev Director, Volunteers, Board Members)

- Prospects

- The Case
Prospects

- In-house rating and screening

- Rating and screening with volunteers and existing donors (Who else should I be talking to?)

- Research (Google is fine)

- Assign the most effective solicitor
The Case

- Statement of opportunity or need
- Proposed action for fulfilling the need or meeting the opportunity
- Financial data
- Donor benefits
Mistakes to Avoid

• Not asking for the gift
• Not listening/talking too much
• Talking only about your organization and not about its benefits to its clients or the community
• Not being flexible
• Speaking rather than remaining silent after asking
• Settling on the first offer made—negotiate!
Thank you.