

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

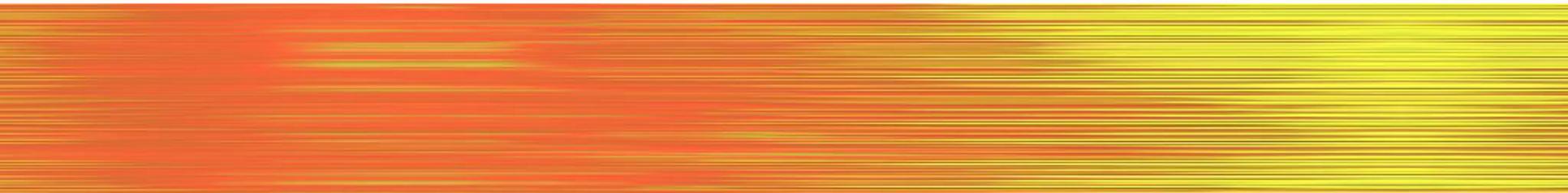
- **Not just tchotkes**
- **Matching gifts**
- **All or nothing challenge**





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



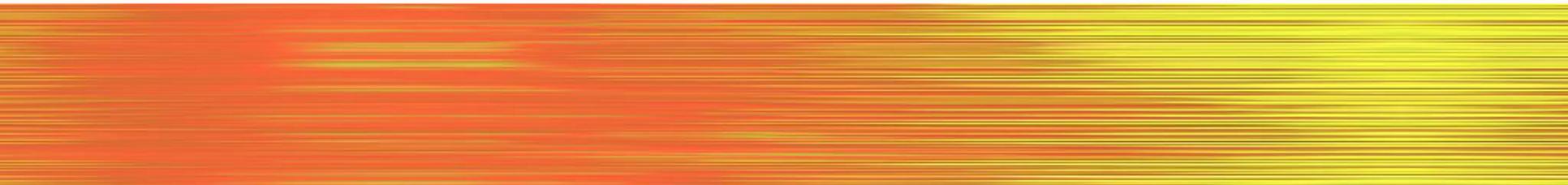
- Ads



- 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)**
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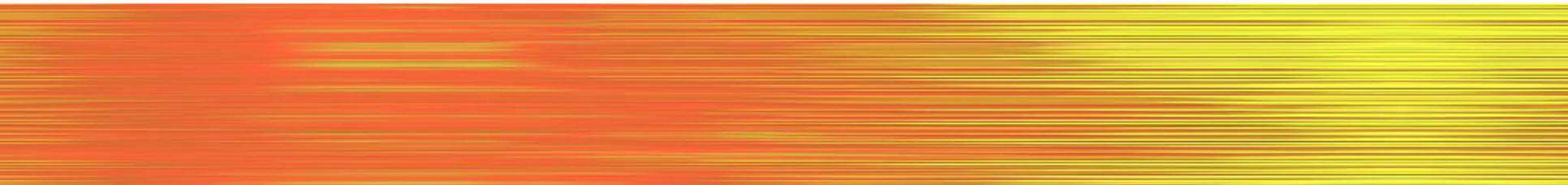
Pros of non face-to-face solicitation

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

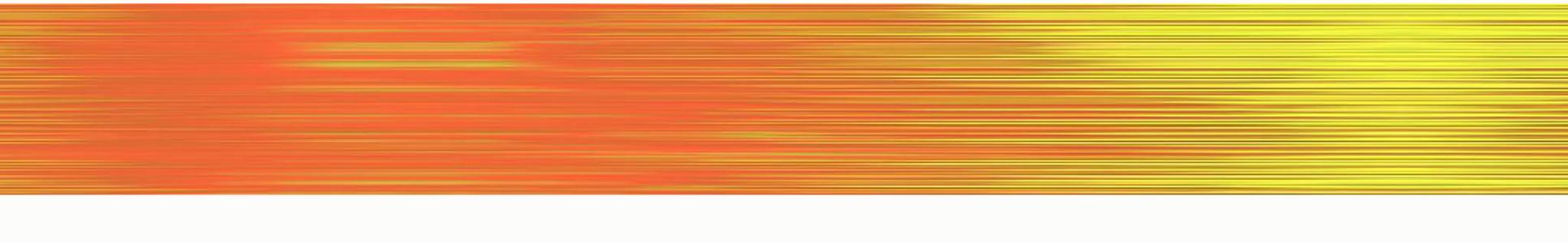
Cons

- 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
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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
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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.