

Annual Giving Campaigns

Erica Waasdorp

President A Direct Solution



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Boston Fundraising Summit September
2009

Let's start with some questions...

- Who has an Annual Giving Program now?
- What does it consist of, look like?
- How often do you send an annual appeal?
- Do you use direct mail or other tools?



Why do people give?

1. Someone I know asked me to give
2. I felt emotionally moved by someone's story
3. I want to feel I'm not powerless in the face of need and can help (this is especially true during disasters)
4. I want to feel I'm changing someone's life



What is the Annual Fund?

- A campaign conducted each and every year for the purpose of raising money to assist in paying a non-profit organization's regular, ongoing, unrestricted expenses.
- Every non-profit organization with a need to raise contributed income should have an annual campaign which it conducts every year.

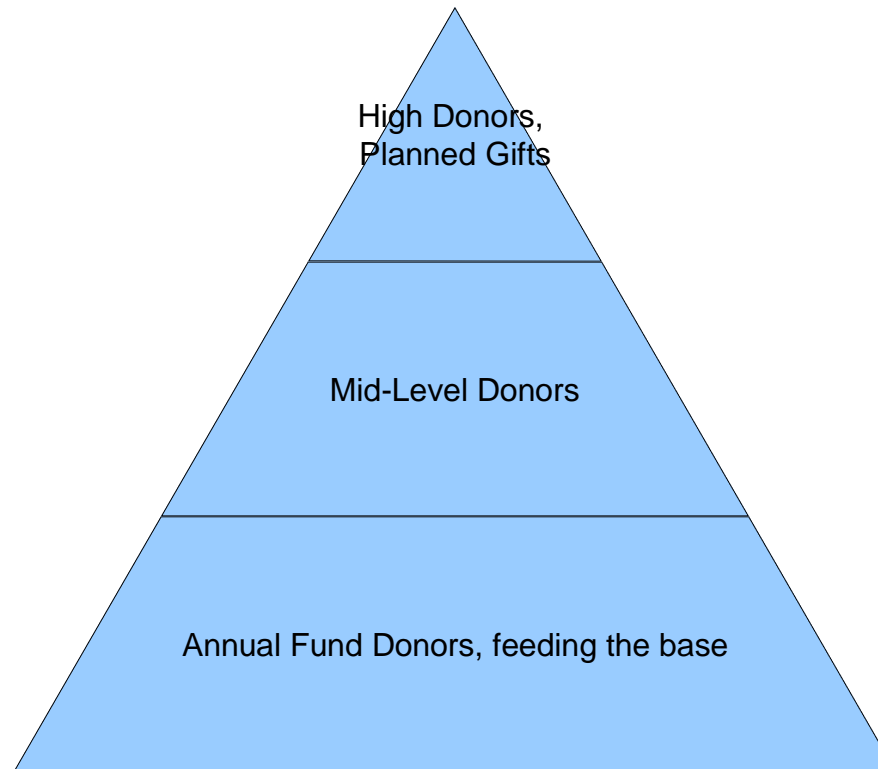


Why the Annual Fund is Crucial

- An annual campaign allows an organization to build a **predictable** base of support and provides a pool of proven **donors** for other fund-raising efforts.
- The vast majority of individual donors give their first contribution to an organization through its annual campaign.
- Repeat contributors to annual campaigns become an identified group of loyal and established givers --- a constituency.



Feeding the Donor Pyramid



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3 Simple Strategies

- Add new donors
- Get more money from existing donors
 - Upgrade gifts
 - Get money more often (sustainers or more asks)
- Cultivate donors to get the ultimate gift



Direct Mail still Typical for Annual Fund

- Most donors are still older
- Most donors love getting letters
- Most donors still like writing checks
- We'd all love to get more funds via email/online, but...
 - We found it works great for support but not to raise money (yet)



Key Information to Build a Plan

- How much do you need to raise?
- How many donors do you already have?
- What is their source?
- How much do they give?
- How are you maintaining your data?
- Do you have email addresses?
- Do you have other sources of names?



Does Annual Fund Mean Mail Once?

Year	# mailed	# donations	Gross raised	Cost	Net raised
2005	10,438	713	\$57,943	\$6,717	\$51,227
2008	23,230	1,050	\$83,743	\$16,144	\$67,590
			Increase		32%



4 Crucial Decisions

1. Target group (lists, donors, members)
2. Offer and Ask Amounts
3. Creative (especially the letter)
4. Other



Different Types, Sources of Lists

- Donors, Members
- Former donors, Lapsed members
- Ticket buyers
- Rental or exchange lists, subscribers, donors to similar organizations, etc.
- Event attendees
- Board members
- Residents and other compiled lists



Simple and Cheap Still Works!

*"Mary and Joseph in Bethlehem without shelter."
"The Good Samaritan helping the beaten, robbed man."
These stories repeat themselves every day,
right here on Cape Cod.
But, you can make a difference!*

March 2008

Dear Friend,

John has happy family memories. "We enjoyed festive family holidays and fishing excursions at Nickerson State Park." Sadly, when John's brother (his guardian) died a few years ago, John had to leave the home he knew for 28 years. Since moving to CHAMP Homes, he has adjusted well. He likes meeting new people and now works as a dishwasher and in the CHAMP Recycling Center.

"CHAMP Homes is very human and delightful. We live together as a family and the small staff helps us with any problems we have, whether it's our healthcare or finding jobs."

It could happen to you, me or a loved one in a blink of an eye. A family member gets into an accident, is all of a sudden without a job and can't continue to pay his bills and loses his house.

That's what CHAMP Homes, founded in 1991, is all about. For orphans, widows, young and old, male and female: For those who need life long care to those just needing a jump start for a short stay; Homeless and in need of a safe, supportive and affordable place to call home.

My name is Paul Hebert, together with my wife Carolyn as founder and Co-Director of CHAMP Homes, I am writing to ask you for your support.

We're one of the biggest suppliers of supportive housing to adults in the region but we receive no government contracts. In the past 16 years we have been blessed to be able to help more than 1,200 people who graced our doorways, thanks to someone like you: caring and loving. (see the article on the back).

We just opened CHAMP Home IV, the *Bayside Cottage*, with beds for four women, but the need continues. It takes about \$40 a day to support a resident, less than many other programs in the area.

You can help keep people safe, stop their plunge into despair, turn lives around and see hope grow by faith and trust into new lives of promise and service. We need you today, because someone you love may need us tomorrow.

May you and your family continue to show the glow of peace for helping others. Thank you for your prayers and support.

Paul and Carolyn Hebert, Co-Directors

P.S.: You can help keep the promise to our broken brothers and sisters that we as a community will be there in times of need. Thank you for your special gift today.

Note: In the interest of privacy we changed the name of the one in need of Champ Homes. We do not exchange or sell our mailing list. Thank you to Type Design and Midnight Mail for donating part of this mailing. L0802A



The Giver's Prayer
Thank you, Lord, that my special gift can honor both my loved one
and care for my brothers and sisters at CHAMP Homes.
A French proverb claims that when we give to the poor and needy,
we make a loan to God.
Oh Lord, you are so generous in the repayment of this loan
in this world and the next.
Amen.
by Paul Hebert

Thank you!



PLEASE
PLACE
STAMP
HERE

Simple look works



Yes, I will do my part and help provide people on Cape Cod and the Islands with essential emergency rescue services, and the training they need to help themselves when trouble strikes. Here is my gift of:

\$5 \$10 \$25 \$50 Other \$ _____

Please respond by: February 29th

My check, payable to American Red Cross, Cape Cod and Islands Chapter, is enclosed, or
 I would like to charge my gift: (see reverse side)

A0801 3476
 John D. Sample
 6201 E. 43rd St.
 Tulsa, OK 74135-2907

American Red Cross
 Cape Cod and Islands Chapter
 286 South Street
 Hyannis, Massachusetts 02601
 Tel: (508) 775-1540
 Toll Free (800) 762-1526
www.capecodandislandsredcross.org

Please complete and return this coupon with your payment.
 For other ways to support the Cape Cod and Islands Chapter of the American Red Cross, please turn this.

THANK YOU

American Red Cross
 CAPE COD AND ISLANDS CHAPTER
 286 SOUTH STREET
 HYANNIS, MA 02601-3997

There's No such thing as a Free Lunch!

Dear Friend,

I am sending you this lunch bag to make an important point.

We depend on contributions from people like you, to help us continue to respond to fires, hurricanes, winter storms, blackouts, a drowning, a plane crash or even a pandemic or terrorist attack.

Your Cape Cod and Islands Chapter of the American Red Cross does not receive any government money.

We do not charge a penny for emergency and disaster relief services.

So, it's up to you and me. Are you willing to do your part?

Please look inside this bag for your donation slip and send it back with a special gift. As little as \$5 or \$10 per household - the cost of one healthy snack or a small lunch - will help the Cape Cod and Islands Chapter continue to be prepared when the next emergency strikes.

Just like you saw with the recent Noel storm, emergency managers will open shelters and your Red Cross Chapter is expected to support them, with trained volunteers and supplies for you and your family.

In addition to emergency relief we provide assistance to families with members serving in the armed forces and offer community life saving skills training in every neighborhood throughout Cape Cod, Martha's Vineyard and Nantucket.

Your support will stay right here, on Cape Cod and the Islands.

Thank you,

Sharon H. Donegan
 Sharon Donegan, Board Chair

P.S. You know that there's no such thing as a free lunch, but yet all of our emergency relief services are free to those who need it. Did you also know that the Red Cross needs your help to stay strong and prepared for our community? No other organization does what we do. With your support, we will always be here for Cape Cod and the Islands. Thanks again.

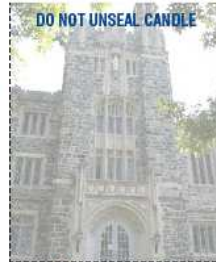


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Involvement works really well!



John D. Sample
6201 E. 43rd St.
Tulsa, OK 74135



Please detach and return this candle by **April 30th**.

March 2008

Dear Friend of the Paulists,

"You are the light of the world." (*Matthew 5.14*)

That is what Jesus tells his disciples they should be. Just as a lamp fills a room with light, Jesus wants his disciples to fill the world with his message of love and reconciliation.

Since our founding 150 years ago, the Paulists have worked hard to be the light of the world. Our mission is to bring the Gospel to people today in ways that they can hear it: to give voice to the word of God.

St. Paul reminds us that no one can believe in Jesus if they have not first heard of Him. But sharing the message of Jesus today is not the same as it was even just a few decades ago.

Everyone is so connected to the internet, television, and MP3 players that hardly anything else can be heard. But we Paulists don't see these things as forces to be condemned, but rather as tools to be used to spread the Gospel.

By using every form of communication we can, from printed books to podcasts, we are able to bring the Catholic faith to new people and welcome back Catholics who have left the Church.

But we could not keep on being a light to the world without the generosity of friends like you. Because of your prayers and support, we have been able to do as Jesus commanded and be the light of the world.

I want to invite you to join us as we celebrate 150 years of the Paulist mission. I have enclosed a small candle and a prayer form. Please take a few moments to write down your prayer intentions on the form, and then return it with the candle to me.

We are going to take your candle along with the candles from our other friends and melt them to make altar candles to be used at Masses at the North American Paulist Center throughout this anniversary year. **This way, you can be with us at the Mass and we can thank you for your special support by praying for your intentions.**

(over, please)

3015 Fourth Street, NE | Washington, DC 20017 | www.paulist.org

CA08

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NORTH AMERICAN PAULIST CENTER
3015 FOURTH STREET, NE | WASHINGTON, DC 20017

NONPROFIT ONE
US POSTAGE
PAID
TULSA, OK
PERMIT NO. 2171

Candle Enclosed...

CA08

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CA08



FATHER DUFFY, CSP
THE PAULIST FATHERS
NORTH AMERICAN PAULIST CENTER
P.O. BOX 96403
WASHINGTON, DC 20090-6403

PLEASE
PLACE
STAMP
HERE



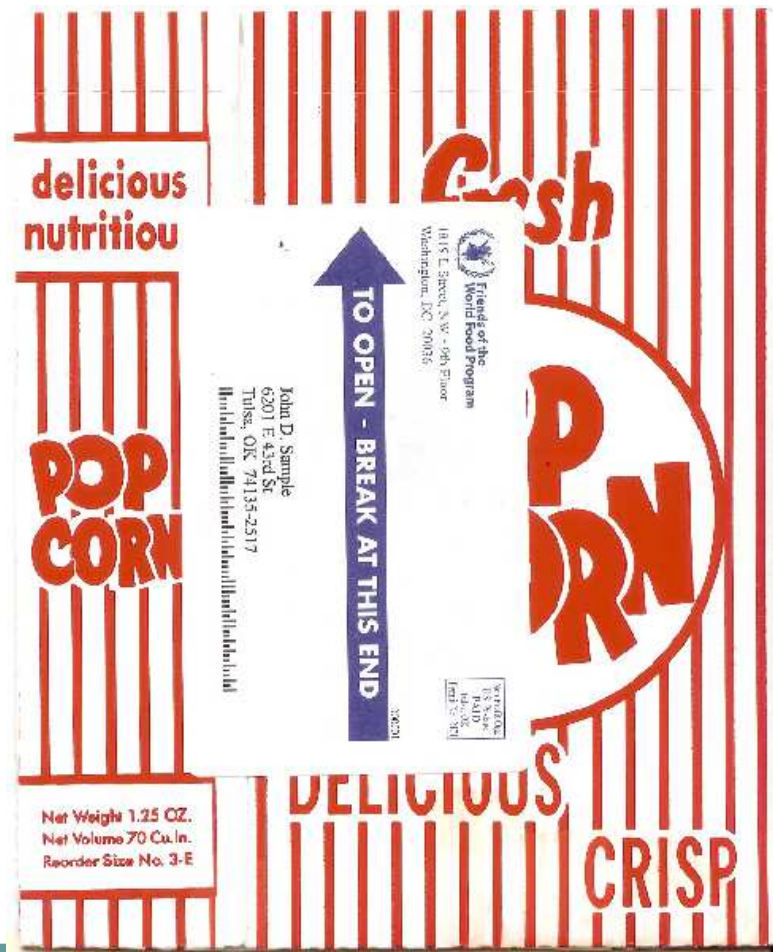
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Appeal can be Wicked Cool



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Unpersonalized reply forms still work!



My Library Support Form

Please return as soon as possible.
Supplies of tiles and bricks are limited!

Yes, I will help the Library open the door to the Future.

I would like to support my Library with a gift of: \$25 \$50 \$75 Other \$_____ (For a gift between \$25 and \$99 we will write your name on a book plate that will be placed in a new book of our choosing)

I would like to support my Library through _____ personalized engraved bricks at \$100 each. I have filled out the information on the back of this form with my choice of inscription.

Bricks will be laid in the new entrance walkway on Katharine Lee Bates Road - it will be a community focal point for future generations. Be a part of history with this very special gift.

I would like to support my Library through _____ Decorative Children's Tiles at \$200 each. I have filled out the information on the back of this form with my choice of tile and inscription.

The beautiful new Children's Room will have a "Tile Wall" displaying handmade decorative tiles. Purchase a personalized tile (created by local artist Tessa Morgan, from *The Flying Pig Pottery*) for your child or grandchild, to be displayed in this very special way.

I would like to support my Library through a gift of \$1,000 so that my name will be included on the Central Recognition Plaque in the new Memorial Lobby.

Please contact me about naming opportunities for gifts over \$1,000.

Enclosed is my check (payable to Falmouth Public Library Foundation, Inc.) for a total amount of \$_____

Please charge my credit card MasterCard Visa for a total amount of \$_____

Card # _____ Exp. Date _____

Cardholder's Name _____

Signature _____

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

My company will match this gift.

Please turn over to fill out information for your tile(s), brick(s) or book plate.
For more than one order, please copy this form.

Thank you! Your gift supports your Library for many years to come.

The Falmouth Public Library Foundation is a charitable 501 (c) (3) organization, registered with the Attorney General of Massachusetts with ID:20-5229116. Your gift is tax-deductible within the extent of the law. We will not rent or exchange our mailing list.

MM27



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The Capital Campaign for Fall
P.O. Box 401
Falmouth, MA 02541



"Opening the Door to the Future"
The Capital Campaign for the
Falmouth Public Library

Your Name in
the Library...
Look Inside!

Campaign Co-Chair
Joan Bates
Dr. Peter Clark

Campaign Steering
Committee
Mara Amoset
Gene Fathom
Jeri Fanger
Lindsay Hopwood
Joan Jones
Meghan Jones
Bob Leman
Nicole Leman
Ellen Mitchell
Kay Paine
Julie Taylor

Library Director,
Ex Officio
Leslie Montminy

Falmouth Public
Library Board of
Trustees*
Lisbeth Abrams
Stephen Dowden
Frank Duffy, Jr.
Edna Eger
Kathleen Murray
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* The Trustees also
were on the
Campaign Steering
Committee

Falmouth Public
Library Foundation
Board of Directors
Joan Bates
Dr. Peter Clark
Yang Conley
Frank Duffy, Jr.
Edna Eger
Jesse Hewitt
Joan Jones
Bob Leman

November, 2007

Dear Friend,

Just like Harriet, you may be thinking: "I can't wait for the Library to open again. My kids want to visit the new Children's Room. And I'd like to sit and read in those comfortable chairs near the fireplaces. Can you picture the light and the view of Main Street from those big new windows...?"

Here are a few highlights of what the newly renovated Library has in store for you:

- A spacious Children's Room with separate Story Telling and Craft Areas to inspire and engage children to become life-long readers.
- A specially designed Teen Room where young adults will find a welcoming space that houses a carefully developed collection to support their formal educational needs and encourage leisure reading.
- A professionally staffed new Reference Room with an extensive and up-to-date reference collection and more computers for Internet access.
- Three new state-of-the-art meeting rooms, available for community gatherings, lectures, conferences and cultural activities, even during the Library's off-hours.
- Special adaptive equipment and easy access for those patrons with special needs.
- The reopened original front door onto Main Street and many other historic restorations.
- And, for all to enjoy... space for more books, periodicals, books-on-tape and other materials than ever before...and room to grow...

YOUR magnificent new library will be an attractive and welcoming resource center on Main Street. We know that the excitement is building and we would like to ask for a few more months of your patience. We are on schedule and the newly renovated and expanded Falmouth Public Library WILL open its doors in mid-March.

Today, we would like to offer you a special invitation to become a part of your Library's history and future. There are several ways for you to get involved.

For a limited time only, we are offering three special naming opportunities which will help us raise the final \$150,000 to complete the campaign.

Over, please...

Falmouth Public Library Foundation, Inc. • P.O. Box 401, Falmouth, MA 02541 (508) 403-4222

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Return piece of fabric...



NORTH AMERICAN PAULIST CENTER
3015 Fourth Street, NE | Washington, DC 20017

Jennifer Barkimer
Apt. F
94 W In. Ave.
Columbus, OH 43201-1024
|-----|

Dear Friend of the Paulists,

As a special supporter of Paulist Fathers campaign *A future BRIGHTER than any past*, you have helped make a difference to so many Catholics. Because of your support we will be able to continue to bring many of them back to the Church and invite others to join and become part of the Catholic Community of faith. Thank you and may God bless you!

Now, I would like to offer a special invitation to you! I want to make you a vital part of the upcoming 150th Anniversary celebration of the founding of the Paulists by Father Isaac Hecker, C.S.P.

All you have to do is carefully sign the enclosed square of white cloth and send it back to me as soon as possible – today if you can.

Your piece of cloth will be sewn onto one of two beautiful prayer banners, which will be displayed during the special 150th Anniversary Mass, to be held at the Basilica of the National Shrine of the Immaculate Conception in Washington, DC; they will remain near the altar during the entire liturgy.

These banners will be an inspiring sight to see, consisting of the names of so many friends of the Paulists in North America.

The Prayers of the Faithful during the Anniversary Mass Liturgy will include a prayer for the intentions of the names on the banner. And your name and all names of those who sent us back their cloth square will be listed in the Mass booklet.

And, after the event, we will display one banner at St. Paul's College in

(Over, please)

3015 Fourth Street, NE | Washington, DC 20017 | www.paulist.org

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150TH ANNIVERSARY CELEBRATION

1. Carefully sign the enclosed square of white cloth and send it back
2. Your piece of cloth will be sewn onto one of two beautiful prayer banners, which will be displayed during the special 150th Anniversary Mass.
3. The Prayers of the Faithful during the Anniversary Mass Liturgy will include a prayer for the intentions of the names on the banner and your name will be listed in the Mass booklet.
4. The banners will appear as a testament to your faith and continued prayers and support at the much-anticipated celebrations.

My PRAYER INTENTIONS



YES, I WANT TO JOIN THE 150TH ANNIVERSARY CELEBRATION!!!



Father Duffy, here is my special piece of cloth to be sewn onto one of the special anniversary celebration banners. Thank you for your continued commitment to bringing more people back to the church.

CL07_086 6/21/07 6:03 PM Page 1



NORTH AMERICAN PAULIST CENTER
3015 Fourth Street, NE | Washington, DC 20017

A special invitation enclosed...

BOOKCLAP

DCLPT



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General Benchmarks

- 1% is still a typical response rate for acquisition but it depends on gift level
- 5 to 10% are still typical response rates for donor appeals with exceptions higher/lower
- Response rate and average gift are directly related
- Getting that second gift is crucial



Do Snail Mail and E-mail relate?

- Online giving now makes up 2-4% of all giving
- 80% of donors make donations online and offline
- 48% say web sites are well designed
- 74% say that an email about how donation was spent would improve likelihood they donate again
- 100% of 65 year olds say that direct mail drove them to the web
- 65% of prospects checks out the web site first
- Direct mail feeds the web
- DM asks for permission for future use of email address/build relationship

● (sources: Winterberry Group, Harris Interactive)



And, always say Thank You!



Special Olympics

Thank You!

Thank you!

Thank You!

Thank You!

Thank you

Thank You



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*“Many a small thing
has been made large
by the right kind of advertising”*

- Mark Twain



Fundraising DM Resources

- Add yourself as donor to other organizations
- Direct Marketing Fundraisers Association
- DMA Nonprofit Federation
- Nonprofit Times
- Fundraising Success Magazine
- Target Analytics
- Conferences, peers and consultants ...



Questions and Answers

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