Annual Giving
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Annual giving is just how nonprofits refer to their direct mail program, right?
WRONG!
So then what is Annual Giving?

“It is a strategic, dynamic development program that says every donor is an individual and merits a strategy designed to meet their needs and increase their interest in the mission of the organization . . . It is designed to build donor relations over time to produce the largest possible outcome, financial and otherwise. . .”

– Karla Williams, The Williams Group

Author of *Donor Focused Strategies for Annual Giving*
What we’ll cover today

• Annual giving roles & responsibilities

• Planning

• The role of case statements in annual giving
Annual Giving roles & responsibilities
Annual Fund vs. Annual Giving

**Annual Fund**
- Institutional focus
- Suggests one gift, one campaign, once a year
- Ambiguous connotation

**Annual Giving**
- Donor focused
- Multi-gifts, for multiple projects, given annually
- Designation opportunities
- High accountability
- 365 day activity
What’s the role of Annual Giving in a nonprofit?

- Donor acquisition (building the base)
- Annual renewal of support
- Build frequency and loyalty behaviors
- Generate operating and designated income
- Identify and cultivate volunteer leadership
- Identify and cultivate major donor prospects
Role of Organization Leadership in Annual Giving

• CEO & Board need to own the goals
  • Set the vision and expectations for annual giving (i.e., the plan)
  • Empower staff and volunteers to execute the plan
  • Develop leadership annual giving prospect list (future major donors)
  • Identify and solicit volunteer leadership (board, committee and campaign)
  • Actively participate in the cultivation, solicitation and stewardship process
Staffing the Annual Giving program

• Paid Staff
  • CEO
  • Director of Development
  • Annual Giving Manager/Director
    • Specialists (events, stewardship, database, DR, etc.)

• Volunteer Staff
  • Board
  • Annual Giving Committee
Why your Annual Giving program needs volunteers

- Volunteers provide a visible demonstration of commitment to the organization through their own gifts and time commitments.

- They bring a credibility to the solicitation process that no hired gun can ever duplicate.

- They’ve got connections that staff do not.

- Volunteers bring an objective, fresh perspective to strategic-thinking and decision-making processes.

- Helps you identify volunteers who have the skills, passion and abilities to move on to larger responsibilities like major gifts, capital campaigns and board assignments.
Role of an Agency in Annual Giving

- Strategic planning
  - Clarifying organization’s strategic objectives through the fundraising/communications lens

- Budgeting and analysis
  - Providing framework to help the organization understand the opportunities and limitations of their donor base
  - Shaping the marketing spend to achieve highest ROI and LTDV
  - Providing channel-specific expertise

- Executing the plan
Planning
Building the Annual Giving Plan

- Vision statement
- Mission statement
- Situation analysis
- Case(s) for support
- Needs list(s)
- Donor base analysis
- Gift table
- Strategies and objectives

- Timing and responsibilities
- Budgets (P&L, by program)
- Infrastructure and resources
- Communication calendar
- Evaluation process
Sample Annual Giving Plans

• Midwestern State University:  
  http://supportingadvancement.com/more_with_less/planning/msu_ag_str_plan.htm

• Virginia Tech:  
  http://supportingadvancement.com/more_with_less/planning/westfall_sample_operating_plan.htm

• Literacy Center:  
Tools of the trade

- Volunteer campaigns
- Employee giving
- Board giving
- Direct mail
- Telemarketing
- Online giving
- Radio/DRTV
- Special events
- Grants*

- Corporate giving
- Major gifts*
- Planned giving*
- Third-party fundraisers
- In-store / POP
- Stewardship
- Database
Case Statements
What is a Case Statement?

- It’s forward-looking document that acts as an investment prospectus
- Contains supportable and defensible statements
- Provides emotional and rational arguments
- Casts a broad and compelling vision for the community
- Optimistic yet measurable
- Memorable (key phrases and concepts)
- Compels people to act
Building the case for support

- What’s the problem, and how do you propose to solve it?
- Why is this important to the community, and why now?
- What’s the market and competitive landscape?
- How do you plan to finance the solution?
- Who should support the effort?
- Who are the key leaders of your initiative?
- What’s the organization’s track record on similar projects?
How many case statements do you need?

• One

• 10

• 30

• 100, OR,

• As many as you need in order to successfully fund the organization’s multiple initiatives.
A CHALLENGING FUTURE FOR THE NON-PROFIT SECTOR

At the outset of the 21st Century, the distinctly American tradition of philanthropy finds itself at a crossroads. Social, economic and attitudinal changes are changing the landscape in which non-profit organizations operate. Among the trends that are colliding:

Society is placing a heavier reliance on non-profits. Throughout the 80s and 90s, government reduced its role in social issues, cutting support for public welfare, education, and cultural programming. Legislators signaled that the slack should be picked up by non-profit organizations. The government’s downsizing trend reached its highest expression with the recent tax cut of $1.25 trillion. In returning these funds to citizen’s pockets, legislators in effect told their constituents: "You can make wiser choices than the government about how to spend your money for social"
My name is Andrew. I work to make sure refugees have a place to call home.

When you stand with me, you STAND FOR THE DISPLACED.
WHO DO WE STAND FOR?
We STAND for the Vulnerable.

WHERE DO WE STAND?
We stand all around the world in the geographical gaps separating countries, the economical expanse dividing wealthy from impoverished and the heartrending breadth between complacent and compassionate.

WHAT DO WE STAND FOR?
We stand to empower local churches to heal individuals and communities suffering the physical, psychological, social and spiritual wounds of poverty.

WHY DO WE STAND?
We stand in response to the love, call and commission of Jesus Christ to serve our most vulnerable neighbors.

HOW DO WE STAND?
We stand with cultural sensitivity and technical expertise, learning every day how to leverage our skills in partnership with local churches so they can be better equipped to serve their communities.

WORLD RELIEF CAUSES
STAND FOR CHILDREN
STAND FOR WOMEN
STAND FOR THE DISPLACED
STAND FOR THE DEVASTATED
STAND FOR OPPORTUNITY
World Relief trains team members to empower families, churches and communities—ultimately transforming entire regions. When you stand for World Relief team members, your gift multiplies exponentially.

Stand with us and STAND/FOR THE VULNERABLE™
Thank You