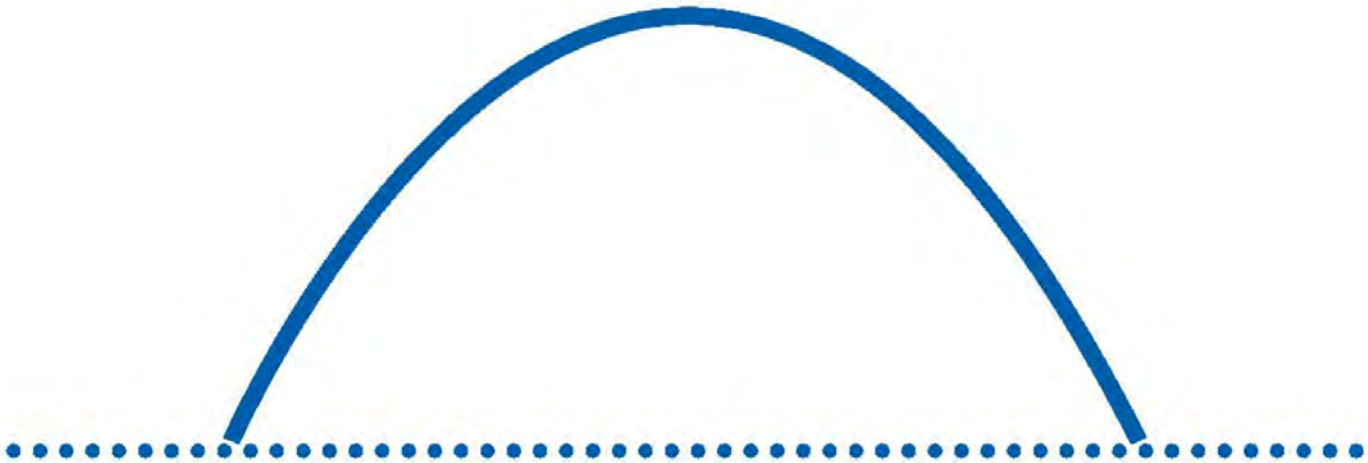
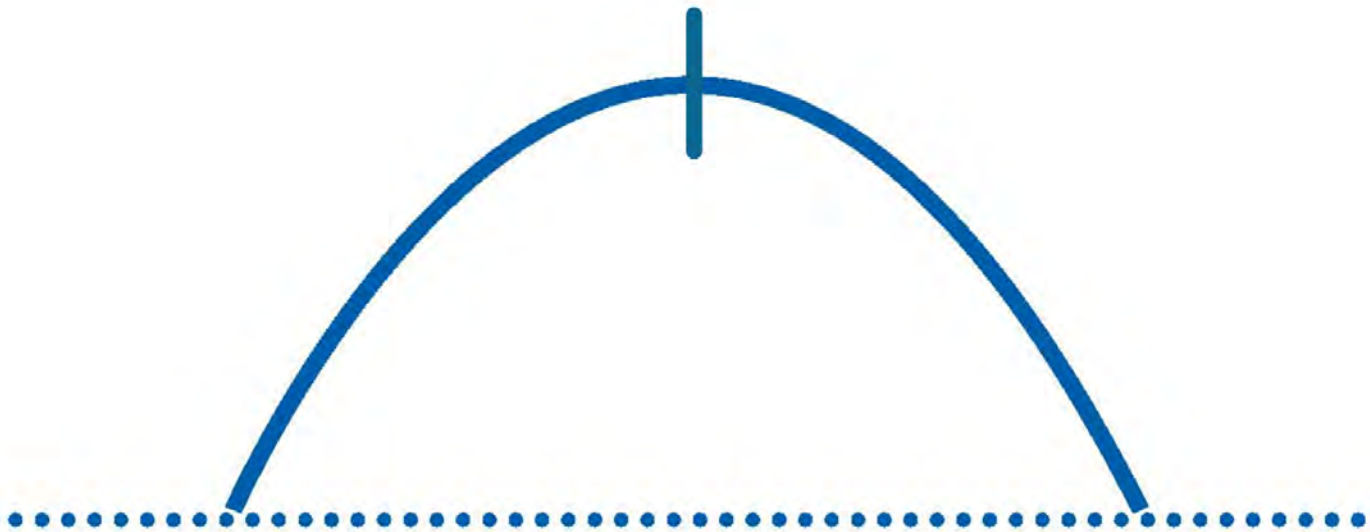
Building the annual fund

Josh Faber
Renaissance Group, Inc.
7701 Douglas Ave
Des Moines, IA 50322
800-505-2753 ext. 2
www.rengroupinc.com

traditional fundraising



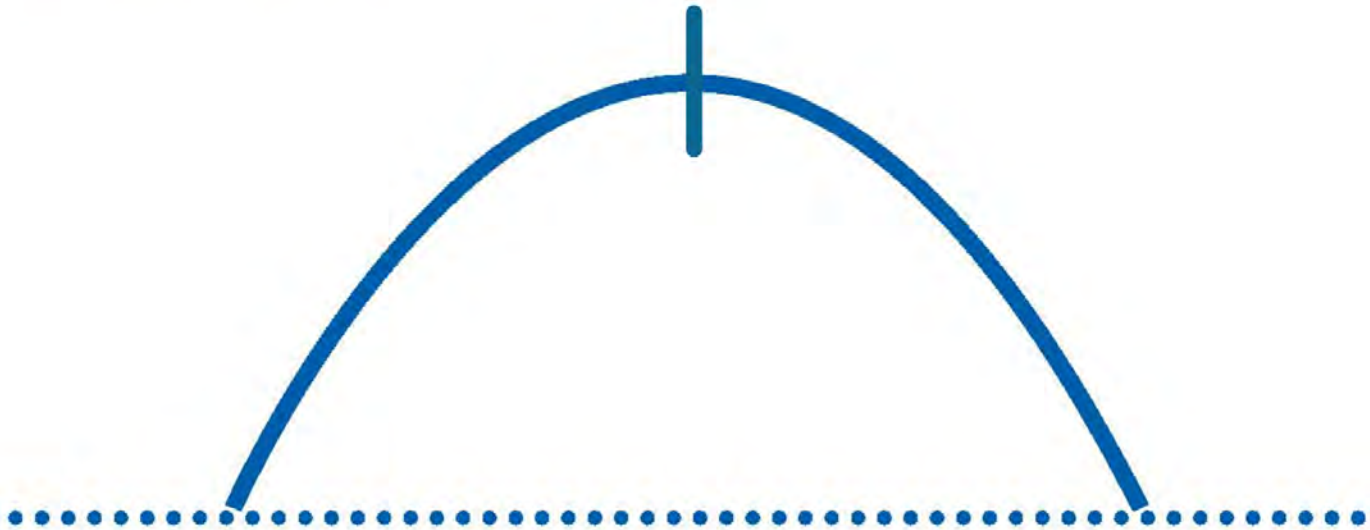
traditional fundraising



traditional fundraising

cyclical

based on what "we" need



successful fundraising

relationship-based
personal connections
continuous cycle

successful fundraising

relationship-based
personal connections
continuous cycle

successful fundraising

every member of the team
start here - end with gifts
people give to people
thanking campaigns
daily gratitude calls
know who is giving
why do they give?

successful fundraising

intentional strategy
- flighted
- moves management

social venture capital

show outcomes - change

give them something new

annual report

personal delivery

successful fundraising

major gift - majority of appeal
individual solicitation
specific goals for everyone
offer options for payment
matching/challenge funds
active patience, follow-up
deadlines

roles of staff & volunteers

What to do

When to do it

Identify message

Technician

Create materials

Track/supply data

Manage process

roles of staff & volunteers

Know the audience

Open doors

Personify mission

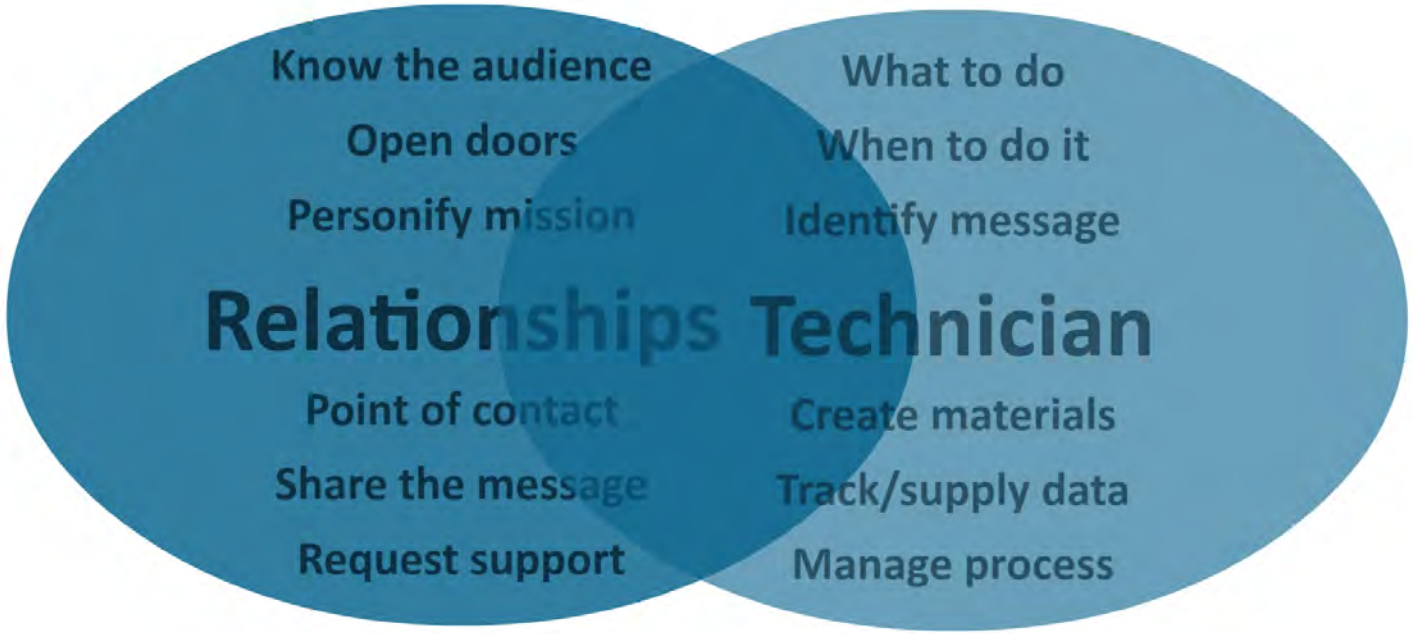
Relationships

Point of contact

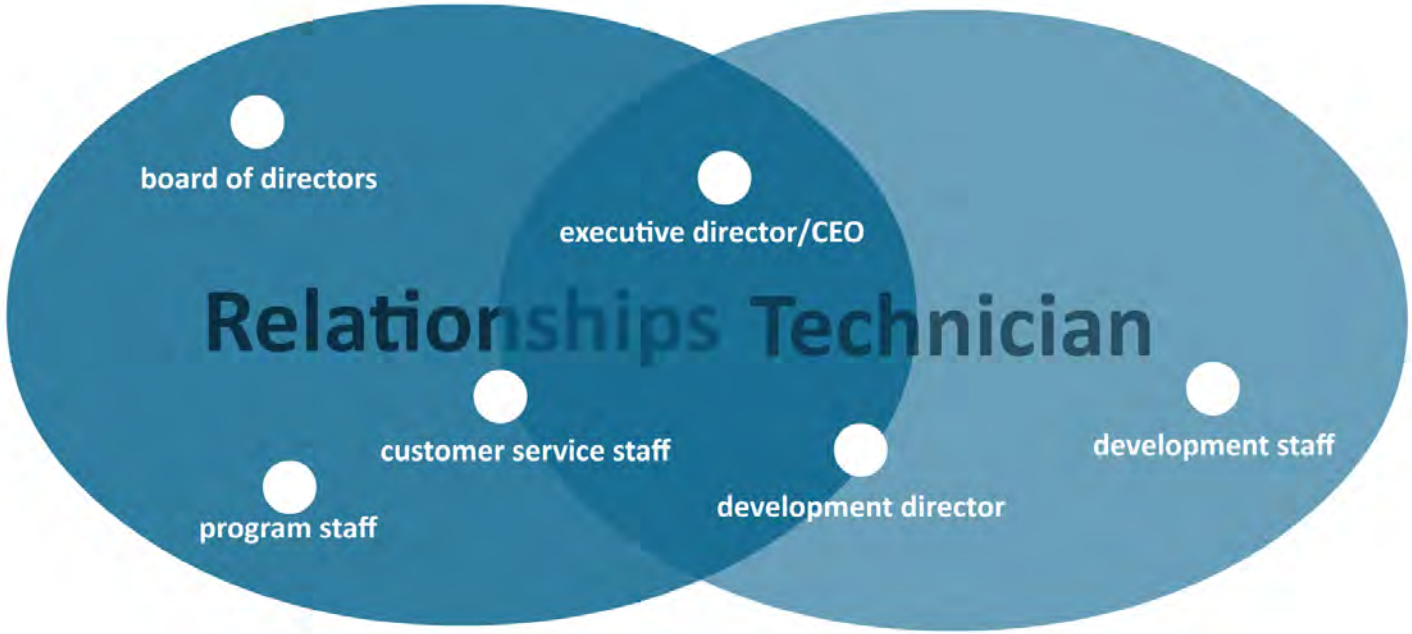
Share the message

Request support

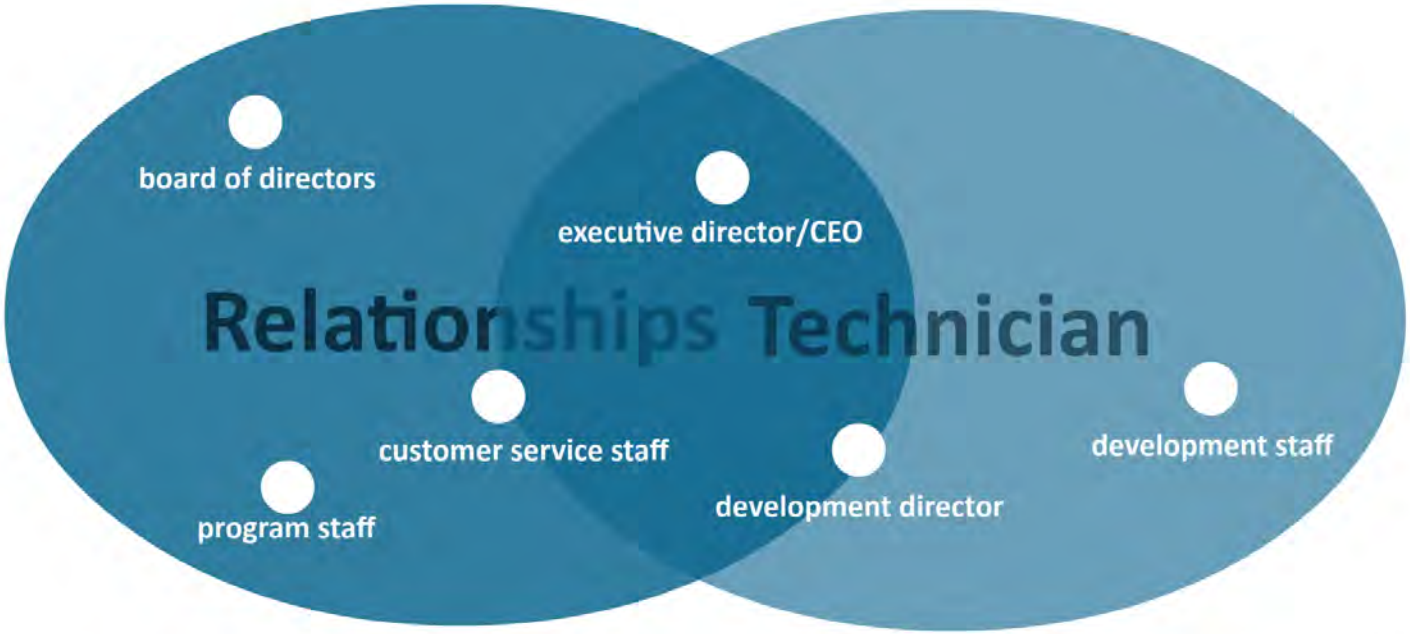
roles of staff & volunteers



roles of staff & volunteers



roles of staff & volunteers



to be successful organizations must define and staff both needs with personnel (staff/volunteers)

relationship or technician

soliciting major gifts

- coordinating assignments, donor profiles — relationship or technician
- creating materials — relationship or technician
- setting the meeting — relationship or technician
- reviewing information, answering questions — relationship or technician
- making the "ask" — relationship or technician
- recording gift details — relationship or technician
- sending receipt — relationship or technician
- making "thank you" calls? — relationship or technician
- creating lists for calls — relationship or technician
- making sure calls were made — relationship or technician

successful fundraising

Building the annual fund

Josh Faber
Renaissance Group, Inc.
7701 Douglas Ave
Des Moines, IA 50322
800-505-2753 ext. 2
www.rengroupinc.com