



# Retention & Stewardship in Your Annual Fund

Presented By: Diana Hoyt, Formula for Fundraising  
Thursday, January 26, 2023 | 2:00 – 3:00 p.m. EST



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# A little housekeeping...



*We're recording this webinar!*

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



*Feel free to ask questions!*

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



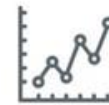
## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

We know the value of relationships and are proud to connect you with Formula for Fundraising, a member of our partner network.

Powerful Fundraising Technology + Donor Management Software



**Raise More, Manage Less**

**Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions  
Integrations & Data**



**Fundraising and CRM Consulting**

# Meet the Speaker



**Diana Hoyt**  
**Formula for Fundraising**

# THE ANNUAL FUND

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DIANA V. HOYT

DIANA@FORMULAFORFUNDRAISING.COM

**THE 4 FACETS OF A  
COMPREHENSIVE  
DEVELOPMENT  
PROGRAM**

The Annual Fund

Special Purpose Gifts

Capital Campaign

Planned Giving

# WHAT IS THE ANNUAL FUND?

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Annual Fund is the cornerstone and key to success for all aspects of the resources development (fundraising) program.

*Henry Rosso, Achieving Excellence in Fundraising*





# NONPROFIT RESEARCH COLLABORATIVE

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77% versus 55% -- met GOAL

Large versus small nonprofits

63% of respondents had a  
60% retention rate

# WHY AN ANNUAL FUND?

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- To acquire new donors
- To renew and maximize giving from current donors
- To inform, involve, and bring together your constituency

# WHY AN ANNUAL FUND?

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- To create/improve community awareness
- To promote volunteerism
- To strengthen relationships with donors for the future



## **WHY AN ANNUAL FUND?**

- To identify potential large donors
- To promote giving to your organization
- To raise annual unrestricted and restricted funds – major source of support for current operations

# WHO IS INVOLVED?

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- **Planning and Implementing** – staff, board of directors, other volunteers
- **Giving** – all the above, constituents in current database, and others in the community

# FOCUS

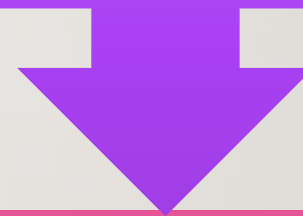
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The annual fund focuses on individual donors because they are the most reliable source of annual fund gifts.

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# WHEN DO YOU EXECUTE AN ANNUAL FUND?

Annually – if an annual fund is suspended even one year, it can take two or more years to recover it to its prior levels



## Options

Intense short time frame

Schedule over a period of months or the entire year

## COMPONENTS OF THE ANNUAL FUND

- A Well-defined Purpose/Goal – \$\$\$  
Amount – Operating Funds
- Extensive Planning
- Organized/Engaged Leadership
- Prospect Pool



# COMPONENTS OF THE ANNUAL FUND

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- Realistic Solicitation Assignments
- Reasonable Timetable
- Strategic Benchmarks
- Purposeful Budget

## **SOLICITATION METHODS**

### **Face-to-Face Solicitation**

- Major & Large Gifts

### **VIP Events / Parlor Meetings**

- Mid-Level Gifts

### **Direct Mail**

- Current List

# SOLICITATION METHODS

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- Special Events – Segmented In-house list
- Phone-a-thon – Current list
- Direct Mail Acquisition
- Social Media

# THE ARITHMETIC OF FUNDRAISING



# DONER STEWARDSHIP LEADS TO STRONG DONOR RETENTION

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# THE FAILURE OF HEARTFELT GRATITUDE

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- Donor Retention for 2021 was 45%
- Retention rate for first time donors 20-25%

# THE TIME-HONORED ANSWER

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- Have a written donor recognition plan
- Make saying thank you a priority

## Prospect Information/Rating Sheet

ABC Organization

Completed by Carol Wilson

Prospect's Name Sandy and Bob Peterman

Address 646 Riverside Dr., St. Louis, MO

Capacity – How would you rate this person's ability to give?

\$100,000+ \_\_\_\_\_ \$50,000-  
\$99,999 x \$25,000-  
\$49,999 \_\_\_\_\_ \$10,000-  
\$24,999 \_\_\_\_\_ \$1,000-  
\$9,999 \_\_\_\_\_ <\$1,000 \_\_\_\_\_

Inclination – How likely is this person to give?

Highly x Somewhat \_\_\_\_\_ Not Very \_\_\_\_\_

Connection – What is your relationship with this person?

Family \_\_\_\_\_ Neighbor x Co-worker \_\_\_\_\_ Colleague/  
Competitor x

Through Church \_\_\_\_\_ Through kids x Through spouses \_\_\_\_\_

How close are you to this person? I am very close to Sandy.

Can you introduce this person to our organization? Yes.

Charitable Intent – What clues do you have to their interest in giving? Sandy gives to her high school  
alma mater, humane society, and the library.

What is most important in their life? Family and travel

What is their religious affiliation? Lutheran

Which charities do they support? High school, humane society, library

With whom do they do business? Community College, Nassief family, George Stouffer

With whom do they socialize? Me, Gundermans, Millers, Prices

What do they do for recreation? Golf, travel, visit with kids

What is their relationship with our organization? Attends gala ball and golf tournament

Notes:

Final Rating \$ \_\_\_\_\_

Solicitor(S) \_\_\_\_\_



**Prospect Information/Rating Sheet**

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\$9,999 \_\_\_\_\_ <\$1,000 \_\_\_\_\_ **5/6**

Inclination – How likely is this person to give? **3/3**  
Highly x Somewhat \_\_\_\_\_ Not Very \_\_\_\_\_

Connection – What is your relationship with this person?  
Family \_\_\_\_\_ Neighbor x Co-worker \_\_\_\_\_ Colleague/  
Competitor x

Through Church \_\_\_\_\_ Through kids x Through spouses \_\_\_\_\_

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Charitable Intent – What clues do you have to their interest in giving? Sandy gives to her high school **1/1**  
alma mater, humane society, and the library.

What is most important in their life? Family and travel

What is their religious affiliation? Roman Catholic

Which charities do they support? High school, humane society, library

With whom do they do business? Community College, Nassief family, George Stouffer

With whom do they socialize? Me, Gundermans, Millers, Prices

What do they do for recreation? Golf, travel, visit with kids

What is their relationship with our organization? Attends gala ball and golf tournament **1/2**

**10/12**

Notes:

Final Rating \$ 75,000

Solicitor(S) Carol Wilson & Roger Maxwell

# GOAL \$100,000

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Ask Amount	# Prospects	Actual Donors	\$\$\$ Raised
\$ 25,000.00	3	1	\$ 25,000.00
\$ 10,000.00	6	2	\$ 20,000.00
\$ 7,500.00	6	2	\$ 15,000.00
\$ 5,000.00	12	4	\$ 20,000.00
\$ 2,500.00	12	4	\$ 10,000.00
\$ 1,000.00	18	6	\$ 6,000.00
\$ 500.00	24	8	\$ 4,000.00
	81	27	\$ 100,000.00

## Individual Giving History

<b>Gift Range</b>	<b>0 – 12 months</b>	<b>13 – 24 months</b>	<b>25 – 36 months</b>	<b>37 – 48 months</b>	<b>49 – 60 months</b>	<b>Total</b>
<b>\$10,000+</b>	4	3	2	0	0	9
<b>\$5,000 - \$9,999</b>	12	7	5	2	0	26
<b>\$1,000 - \$4,999</b>	36	29	19	8	4	96
<b>\$250 - \$999</b>	74	31	35	21	15	176
<b>\$100 - \$249</b>	227	199	107	87	38	658
<b>\$1 - \$99</b>	534	368	305	222	188	1,617
<b>Total Donors</b>	883	634	471	340	245	2,573



# BELIEVE IT OR NOT

THERE IS A DIRECT  
CORRELATION BETWEEN  
ASKING AND GIVING.

# DESIRED OUTCOME

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To reach your financial goal

so that...

- you strengthen the resolve of current donors, new donors, staff, and leadership
- to support your organization again next year and into the future.

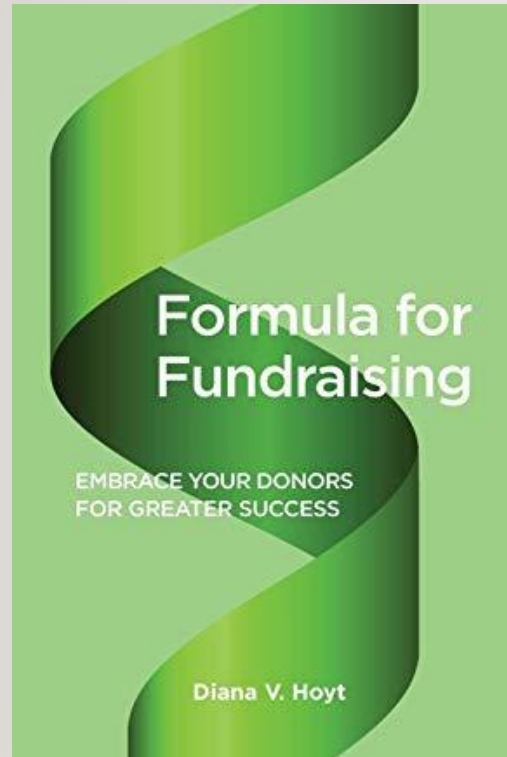


# WHAT IS THE ANNUAL FUND?

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A coordinated fundraising plan that uses each fundraising method in a disciplined interrelated fashion to ensure maximum income to meet the organization's annual needs.

# FORMULA FOR FUNDRAISING



# RESOURCES

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- The Fund-Raising Handbook, Robert L. Krit
- Fund Raising, Thomas Broce
- Achieving Excellence in Fund Raising, Henry A. Rosso
- Fund-Raising, James M. Greenfield
- Nonprofit Research Collaborative Survey: “Special Report About Annual Funds”



# Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

# Thank you for joining!

For more information, contact:

[contactus@qgiv.com](mailto:contactus@qgiv.com) | 888-855-9595



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