

# FIELD NOTES



## STRONG ANNUAL = STRONG CAPITAL

### WHAT DOES YOUR ANNUAL FUNDRAISING LOOK LIKE?

**Steady:** Your annual fund is holding steady or barely growing. You haven't done much to change up the strategies. Upgrades and new donors are few and far between.

**Roaring:** Your annual fund is growing significantly each year, with a concerted focus on upgrading gifts, understanding needs, and strong cultivation. You have strong relationships with major gift donors and a recognition program in place.

**Floundering:** Your annual fund is sinking ... or maybe has never existed in the first place. You are hesitant to even ask for gifts. Is it time to get serious about a strong and structured annual campaign?

### THE REALITY CHECK

When it's time for a capital campaign, your board may be energized about a shiny new building. Though they've never been very involved in your annual giving efforts, they're really excited to help with the capital campaign... until they begin to receive questions and skeptical looks about why they're raising money.

The reality is that an organization without a strong annual campaign has missed an opportunity to communicate why they need money in the first place

and how their mission is making a difference in the community. **Without a history of regular giving to your organization, potential capital donors will need extensive cultivation to build their interest in your project.**



### LAY THE FOUNDATION WITH ANNUAL FIRST

The annual campaign allows you to educate donors consistently about the importance of your organization's impact and value to the community. When your donors are actively informed and engaged in your charitable mission, they are more apt to embrace and proudly support your capital needs as well.

When engaged in strong relationships with the non-profit, donors will often increase their giving for a capital campaign. **Annual campaign donors often give 10-15 times their regular contribution for a capital campaign.**

That means **major gifts to the annual campaign are a strong indicator of major gift potential for a capital campaign...**

- **IF the relationship with those donors has been nurtured,**
- **IF they've been encouraged to regularly increase the amount of their gift, and**
- **IF their interest has been raised year after year.**

### BUILDING SKILLS

The annual campaign is the perfect time to hone your case, as well as solicitation and cultivation skills. It is often is a leadership development program for your volunteers and staff.

Board members who realize success in the annual campaign will in turn strengthen their relationship with your organization and build fundraising skills transferable to any situation.

If a capital campaign is in your future, look to your annual campaign to build the bench strength of your volunteers and to strengthen the connection to potential donors.

Looking for additional help to transform your annual or capital campaign? Contact us for more information on trainings, consulting services and resources to help your volunteers succeed as fundraisers and as leaders!  
[info@donorbydesign.com](mailto:info@donorbydesign.com)

