

# FIELD NOTES



## THE CASE FOR COMBINED ASKS

There is a common and dangerous misunderstanding that afflicts non-profits beginning a capital campaign. Staff and volunteers sometimes assume that running a capital campaign will mean a decrease (or worse a stoppage) in their annual campaign.

Whether it's because of a perceived lack of staff or a concern about "asking for too much," nonprofit leaders may think it's just easier to focus on one thing. But not only are they jeopardizing their mission, they're also missing out on a valuable tool to connect donors even more deeply to their organization. That tool? **A combined ask.**

Your annual campaign is vital to your mission and supporting the current needs of the people you serve. Real people will suffer if that annual support goes away. Plus, once it goes away, you'll have to work that much harder to get it back. A building can wait. Your mission can't.

Instead, consider a combined ask. The annual amount should equal what the donor is giving now and will gradually increase over the next five years.

At the end of the capital pledge period, not only have you secured \$17,500 toward your capital project, you have grown an already generous annual donor from a \$1,000/year annual gift to a \$2,000/year annual gift. In year 6 (and beyond), you can continue that annual campaign support discussion rather than going back to the beginning.

Not asking for an annual gift sends a clear message to a donor: their gift isn't needed. Don't rob Peter to pay Paul, and don't put your campaigns in competition.

**Make a combined ask and create a pathway for your donors to support your cause today and tomorrow.**

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

### Sample \$25,000 5-Year Combined Pledge from Current \$1000/year Annual Supporter

	Annual	Capital
<b>Year 1</b>	\$1000	\$4000
<b>Year 2</b>	\$1250	\$3750
<b>Year 3</b>	\$1500	\$3500
<b>Year 4</b>	\$1750	\$3250
<b>Year 5</b>	\$2000	\$3000

**OR, to put it more visually, see how the Annual Gift increases year over year.**

