

Creating an Annual Fund Campaign

Course Outline

DAY ONE

1. Introductions and Overview
2. Tenets of Fund Development
3. Defining Fund Development Process
4. Roles and Responsibilities of Fundraising Team
5. Definition, Purposes and Goals of Annual Fund Campaign
6. Elements of Successful Annual Fund Program
7. Understanding Donor Motivations
8. Markets for Annual Giving
9. Ladder of Effectiveness
10. Understanding Generational Differences
11. Annual Fund Components
 - A. Case for Support
 - B. Goal Setting

DAY TWO

12. Prospect Identification
13. Annual Fund Strategies
 - A. Individual Gifts
 - B. Special Events
 - C. Direct Mail
 - D. Monthly Giving
 - E. Grant Requests/Written Proposals
 - F. Online Giving
14. Role of Social media
15. Evaluating Results
16. Donor Stewardship