



Annual Giving in a Major Gifts World

Amy Millis
Annual Giving Officer
Saint Agnes Medical Center Foundation

It's a MAJOR GIFTS World



**So where does this leave
Annual Giving?**

...and does it fit with
our Major Gift strategies?

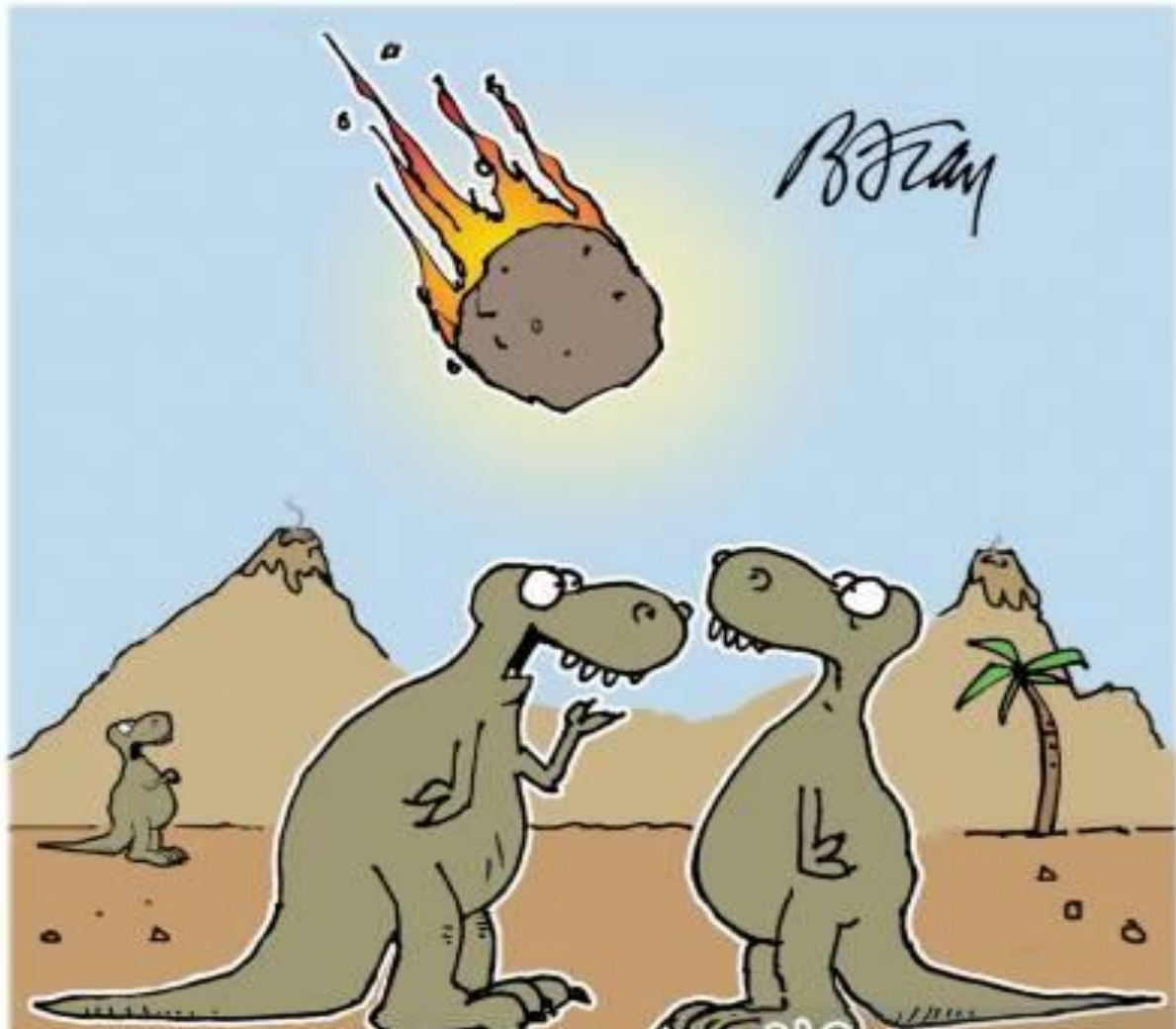
The Advisory Board describes Annual Giving as...

“a catch-all strategy for donors and prospects who are not actively managed by a Major Gift Officer. For many organizations the annual fund is not performing up to expectations. Dwindling response rates, an inability to retain donors beyond initial gifts, and declining average gift sizes all speak to the need for a new approach to engaging individual donors.”

“Modernizing Donor Engagement” 2016
Advisory Board

Fresno nonprofit organizations with full-time Annual Giving Staff:

1. Fresno State
2. Saint Agnes



"So, no matter how bad things may look, you just have to say to yourself, 'Hey, it's not the end of the world!'"

So how can Annual Giving compete?

Many Major Gift Programs are victims of their own success:

- Programs are too resource-intensive to use on broad pool of donors so portfolios must be actively limited.
- This leaves many shops with a two-pronged approach: major donors who receive a one-on-one relationship-focused strategy. And everyone else...

The problem with a “one size fits all” strategy for our annual donors

- MANY quality prospects fall into this group

And...

- We LOSE them!

And in reality, it's not just small gifts that are at stake

Our “everyone else” pool is comprised of...

- 10 – 20% (in some cases MUCH more) of your annual revenue.
- Future major gifts and the majority of your planned gifts.
- Community donors with awareness for your nonprofit.
- Your major source of unrestricted funds.

So what do we do?

3 ways to update our Annual Giving strategies

- 1) Use data to continually sort through annual donors to find those with untapped capacity.
- 2) Bring a more personal experience to a broader pool of donors.
- 3) Create **URGENCY** in your communications!

1) Use your data

- Look at recent \$1,000+ gifts that are 25% increase from previous gift.
- Track donors who are nearing the end of a multi-year pledge.
- Look for donors who have just made their largest gift to date.
- Track donors getting close to the next tier in one of your giving societies (ex., your Donor Wall).

2) Personalize your donor's experience.

- Once you've mined your database and identified a new group of annual donors with capacity – **STEWARD them!**
- Work them into MGO portfolios for further qualification.

***One person's \$100 annual gift
is another person's MAJOR GIFT.***



Nov. 30, 2016

Saint Agnes Medical Center Foundation
PO Box 27350
Fresno, CA 93729-9804

Attention: Amy C. Mills

My dear Ms Mills,

It is with great pleasure that I send this check to you. I have never been able to give more than \$100 to any one charity!

I am enclosing my check for \$1000.00 as a 'thank you' for services rendered me during the past year.

I particularly want to thank Dr. [REDACTED] (of the St. Agnes staff), emergency nurses [REDACTED] and [REDACTED] for their assistance and personal involvement with me. I felt they were all most kind and attentive during my visits.

I trust this check is received in the same spirit in which it is sent.
Happy New Year to all.



[REDACTED]

3) Create urgent and purpose driven communications

A great communication piece should...

- Tell an emotional story!
- Use the word “you” – a lot.
- Be donor-centric.
- Have a strong call to action.
- Make a direct ask, multiple times.
- Use a simple, conversational voice – no jargon!
- Be “scannable.”
- Include lots of repetition.
- Use indentation.
- Include a balance of text and white space.
- Finish with a snappy P.S.

Saint Agnes Medical Center

Healing body, mind and spirit for over 86 years.

As the only faith-based hospital in Fresno with 5 full-time Chaplains and over 80 Spiritual Care Volunteers, Saint Agnes Medical Center is here for you and your family when it matters most.

EVERY MOMENT ... EVERY PERSON ... MATTERS.



Saint Agnes Foundation

PO Box 27350
Fresno, CA 93729
(559) 450-2040
(559) 450-5430 Fax
www.samc.com/ways-to-give

Believe



Front Photo courtesy of Jill Beeman Photography

Dear (Insert name),

Do you believe in angels?

I do.

I believe there are angels all around us – lifting us up in support, in hope and in faith. I see them every day in my work at Saint Agnes. And I see them every day in my work with you.

I've seen Sister Emily, C.S.C., one of our beloved Sisters of the Holy Cross, log hundreds of miles, walking from patient room to patient room, praying with families, spreading hope and restoring faith. She brings joy to every person she meets. **She is our angel.**

I've seen an elderly patient make a \$10 donation in thanks for his excellent hospital stay. His note indicated the amount was more than he could afford, but he wanted to help others and he wanted us to know how grateful he was for his care. **I believe he is an angel.**

I've seen you invest your dollars in Saint Agnes and volunteer your time to make a difference in people's lives – to save people's lives. Your support makes our work possible and I know you are an angel.

Thank you for believing in our mission – your support really does lift hope and renew faith. On behalf of Saint Agnes and the Sisters of the Holy Cross, please accept my heartfelt blessings to you and your family during this joyous season and throughout the New Year.

With gratitude,



Teri Amerine
Vice President, Saint Agnes Foundation



Believe in the Power of Prayer

We welcome you to return the enclosed Prayer Card with the names of your loved ones so the Sisters of the Holy Cross may keep them in their daily prayers throughout the Advent Season.



**Become an Angel
this Holiday Season!**

The power to make a difference is in your hands. Please consider donating to one or more of the Saint Agnes programs listed on the enclosed envelope.

Your gift goes directly to the program of your choosing and supports excellence in healthcare for our entire community.

Some parting thoughts...



Never forget the Kling Street Kids



THANK YOU!

Resources

- Future Fundraising Now
- Clairification.com
- Bloomerang
- Joan Garry
- Nonprofit with Balls
- Gonser Gerber LLP
- Mary Cahalane – Hands-on Fundraising
- re: charity
- Veritus Group
- The Storytelling Nonprofit