

# The Annual Fund or Eight Easy Steps to Raise Millions for Mission

1. Annual gift: Any gift that can reasonably be expected to recur on a regular, periodic basis to support or sustain a nonprofit organization.
2. A good annual fund incorporates:
  - A personal touch.
  - Prospect and donor interests.
  - A solid, overall plan as well as a method for evaluating returns.
  - Research and good judgment.
3. The number one reason that people don't give is that they were not asked.
4. First, establish a plan. Set goals and strategies.
5. Give your gift first.
6. Segment your audience and your appeals.
7. Try various methods:
  - Personal solicitation.
  - Telephone solicitation.
  - Mail solicitation.
  - Electronic solicitation.
  - Special events.
8. Test and analyze.
9. Keep good records.
10. Thank your donors.
11. Have fun!
12. Remember, people give to people.
13. Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission (Henri J.M. Nouwen, *A Spirituality of Fundraising*, p. 16).

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United  
Methodist  
Women

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