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.


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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