



Annual Fundraising Case Study

The Challenge

In the past, the organization had held a large scale Fall fundraising event hosted by the wives of two prominent CEOs at an upscale venue. As part of their engagement, the wives enlisted their husbands' companies as sponsors, secured additional corporate sponsorships connected with the companies, obtained high-profile entertainment, and provided all food and beverages. The non-profit simply had to invite guests and show up. As a result of board transitions and poor stewardship practices of the non-profit, the ladies declined to host another event - leaving the non-profit with a shortfall in excess of \$50,000 to \$100,000 that needed to be raised within six weeks.

In addition, the organization had a mailing list, but they did not have the time or expertise to solicit the list in a systematic way that could reduce the deficit.

The Strategies and Activities

Within a short six-week timeline, Fullanthropy developed a comprehensive annual campaign strategy for major donors, general donors, and prospective donors as well as staged an impromptu event that reflected the holiday season and the impact of the organization. Specific activities included:

- ★ Developing solicitation letters customized for each type of donor
- ★ Creating a system for giving that encouraged ongoing monthly giving
- ★ Writing scripts for board members to solicit gifts
- ★ Produced corporate fact sheet highlighting benefits to corporations
- ★ Engaging board members in telephone and in-person solicitations
- ★ Designing the theme of the event
- ★ Coordinating the logistics for an event planned in less than three weeks for high wealth donors
- ★ Crafting the ask at the event
- ★ Constructing systems for following-up with donors after the event

The Results

As a result of Fullanthropy's engagement, the organization exceeded its revenue goals and achieved the following:

- ★ \$125,000 in new revenue
- ★ Enthusiastic Board Members engaged in solicitation activities
- ★ Two new corporate sponsors
- ★ Effective stewardship practices that demonstrated appreciation for donors
- ★ Plans and strategies for soliciting these new donors throughout the year (monthly giving strategies)