

Webinar

Developing an Annual Giving Campaign

Presented by Laura Kruisenga
President & CEO, Kennari Consulting



About



KENNARI
CONSULTING

Our Mission

To change the face of philanthropy, moving nonprofits of all sizes to **greater capacity** and **meaningful impact** within the communities they serve.

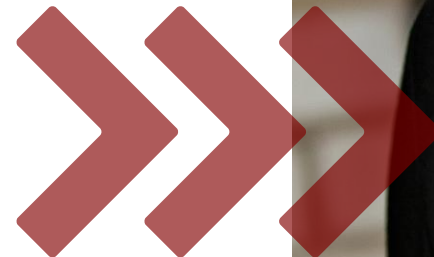
Services in:

- Partnership Consulting in campaigns, annual giving, and grants
- Select Services in Events, Board Development, Grants tools, and Campaign Readiness
- Educational Tools & Resources through Fundkit

Introduction

Laura Kruisenga

President & CEO, Kennari Consulting





Housekeeping

- Slides will be distributed via email after the presentation.
- We will take questions throughout the presentation through the Chat box – feel free to also ‘un-mute’ yourself!



Branded Giving Program

For many organizations, creating a branded giving program or “club” can be a good way to talk about the needs of the organization, share the impact it has in the community, and offer a way for people to be a part of it.

Branded Giving Program Elements

- Mission-connected title
- Ideas include “Friends of Downtown”, “Main Street Supporters”, “Cascade Cares”, etc.
- Keep it simple – use images and focus on the impact of giving
- Set a minimum donation amount (consider \$50+)
- Share “units of service” examples at various giving levels
- List donors on the website and/or in a newsletter
- Consider offering a “SWAG” item to donors (sticker, koozie, etc.)

[About Us](#)[Get Involved](#) ▼[Events](#) ▼[Ways to Give](#) ▼[Donate](#)[Become a Member](#)

Click on **Become a Member** in the upper right hand corner to learn more about upcoming programming changes at the Food Club!

the *Bunch*



The Bunch is a unique group of monthly donors whose monthly investment allows the Community Food Club to ensure the continued stocking of our produce coolers!

Produce is our most popular item at the Food Club with over 59% of everything leaving the store each day being a fruit or veggie. In order to keep this area stock, it costs approximately \$10,000 each month. With a monthly donation, you can help the Food Club ensure that access to fresh, beautiful, and a variety of fruits and vegetables is available all year around.



Giving Levels

\$10 - Purchases 25 pounds of onions each month

\$25 - Purchases 48 pounds of carrots each month

\$50 - Purchases 417 heads of locally sourced garlic each month

\$100 - Purchases 307 pounds of potatoes each month

Encourage Participation

- Keep a running list of individuals that are potential donors
- Set up regular meetings with the community foundation to identify various ways to encourage individuals with Donor Advised Funds to be supporters.
- Engage the board and committee members to increase connectivity to donors and to encourage people to participate – personalized asks through existing relationships will be the most effective and efficient way to grow this program.
- Mail two appeals for support per year (Spring/Fall)

Infrastructure



Landing page on website



Easy online giving option



One-pager (PDF and printable)



Signage during events – QR code to donate



Posters of impact in downtown businesses

Calendar Year End Appeal

Mail	Mail a hard copy letter to previous year donors and other prospects
Personalize	Personalize the letters to each recipient and add handwritten notes
Drop	Drop the letter in the mail in November
Include	Include a remittance envelope and link/QR code to give online
Follow up	Follow up with an electronic version via email and do email and social media reminders throughout December.
Thank	Update the thank you letter now and be sure to acknowledge gifts quickly

A black and white photograph of a desk setup. In the top right, there is a white cup of coffee on a matching saucer. To the left of the coffee, there are several pens and pencils, some resting on a notepad. In the bottom right, a small potted plant with thick, rounded leaves sits on a piece of paper. A paperclip is visible near the coffee cup. The background is a dark, textured surface.

Q & A

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