

INTEGRATING ANNUAL GIVING IN A CAPITAL CAMPAIGN

For a vast majority of non-profit organizations, annual giving is the “life blood” of operations, providing a flow of indispensable income to support ongoing programs and activities. When contemplating a major fundraising campaign, questions inevitably arise about how to not disrupt the flow of annual gifts while simultaneously soliciting campaign gifts.

The following strategies can be applied individually as well as in combination to minimize negative impact on annual giving during a capital campaign.

- **Clarity of Purpose:** Communicate in advance as well as during the campaign the essential and distinctive purposes of both annual giving and the capital campaign, i.e. annual giving sustains ongoing operations, and campaign giving funds opportunities to enhance physical facilities and add to endowment.
- **“Over and Above” Gifts:** Request that donors’ consider capital campaign gifts “over and above” their customary or intended annual gifts. This approach is most effective during early major gift solicitations and can be reinforced with donor recognition opportunities for both annual and campaign donors.
- **Early Solicitation of Major Gifts:** Focus early in the campaign on personal solicitation of individuals who have the greatest financial capacity. This can be followed in subsequent years by solicitation of their ongoing annual support.
- **General Campaign:** When 75 percent to 90 percent of the campaign dollar goal has been achieved, broaden solicitation to the entire constituency through the use of direct mail, telephone follow-up, general constituency communications and special events. At this point, some organizations combine annual and campaign giving for a specific period to simplify donor decisions as suggested in *Distinctive Donor Recognition* below. An alternative would be to solicit campaign gifts during the first six months of the year and annual gifts during the last six months.
- **Distinctive Donor Recognition:** During the final phase of the campaign the entire constituency is solicited for a combined annual and campaign gift in order to simplify donor decisions, maximize gift support, and encourage repeat gifts from early major donors. For example, for the final six months campaign gifts at specified levels, e.g. \$500, \$1,000, \$2,000, \$5,000, will come with distinctive donor recognition for both annual and campaign support.