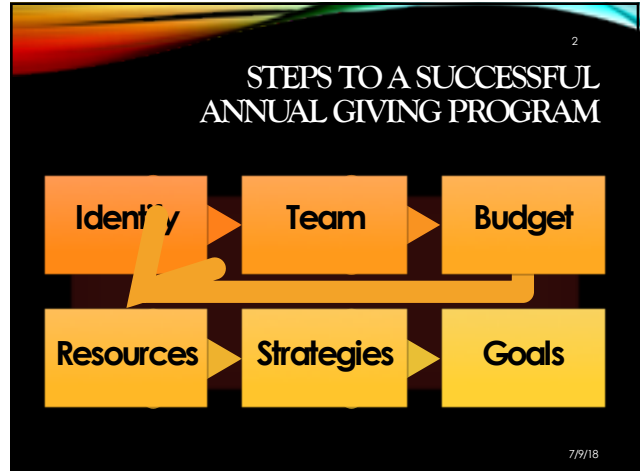


**Shining the Light
on Philanthropy**

**HOW TO RAISE
MORE MONEY
WITH A
SUCCESSFUL
ANNUAL GIVING
PROGRAM**

Ashley Jones Lawrence
July 26, 2018



**DO YOU KNOW HOW MUCH
MONEY YOU NEED TO RAISE?**



```
graph TD; A[Down to the penny] --> B[A ballpark figure]; B --> C[Happy to raise whatever we can when we need it]
```

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**WHO IS ON
YOUR
FUNDRAISING
TEAM?**



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GROUP ENGAGEMENT EXERCISE ⁵

- What is our talent pool?
- Who does what?
- What skills does your team have?
- What have you seen that works in other organizations?
- Other?

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HOW MUCH MONEY CAN WE SPEND? ⁶

- Collaterals
- Events
- Resources for in-kind gifts
- Sponsorships
- Other?



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BALANCE OF RESOURCES ⁷

Human
Money
Time
Fundraising Initiatives



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GETTING REAL WITH THE BOARD & STAFF ⁸



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- ### FUNDRAISING TARGETS
- Number of dollars to raise
 - Number of current donors to renew
 - Number of lapsed donors
 - Number of new donors to acquire
-

**READY,
SET,
GOAL.**

Set A Realistic Annual Giving Program Goal

- ### PLANNED GOALS VERSUS ACTUAL
- Review each strategy and goal
 - Ask yourself:
 - How are we performing versus what we planned?
 - What do we need to adjust?



CONNECT WITH ME



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