



Sprint to the Finish! Ending Your Year with a *Kick!*

11.17.21 | Dr. Jules Glazer
Ron Haas

Calendar Year-End was one of Four Annual Fund Foci of Tabor!

- Calendar Year End. Fiscal Year End. JayDay of Giving. Phone-a-thon.



People like giving to a vision rather than need.

- Annual fund is often need driven and goal driven. (Help Us)
- Our good years we had something specific to offer them.
 - Books for students
 - Scholarships
 - Whatever annual fund covers for you



The Letter

- Short, direct, story, ask, theme pictures.
- First sentence – capture imagination
- Have a story
- Bullet points



The Letter

- Write like you're talking to them, not how your English teacher taught you
- Answer: Why me? Why this? Why us? Why now?
- P.S. stating what you want them to do



Phone calls and visits.

- Make as many as you can
 - Face to face, voice to voice
 - Phone LYBUNT lists
 - Face to face calls
 - Personal visit to major donors
 - Show up, soft ask, more a reminder



Phone calls and visits.

- Thanksgiving Day
 - Phone, Text, and Email over 100 people personally thanking them
- Deliver Christmas gifts early and in person



Communication with the Team Weekly

- Who have you called?
- Who will you call?



Create a Fundraising Culture

“Culture eats strategy for lunch.”

–Peter Drucker



Create a Fundraising Culture

- **Review our Culture**

- Face to face
- Do not spend lots of money to raise lots of money
- Communicate often with team
- Relationship driven not event driven

Create a Fundraising Culture

- **Review our Culture**

- Present vision as way to communicate need
- Not afraid to ask
- Set big input goals
- Maximize our time and effort
- Listen to the donor and honor their wishes

Influence with Love



“The first job of a leader is to love.
Without love, influence is manipulation.”

–Rick Warren

- Love also eliminates the greed factor.



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