

TTG Webinar 11.17.2021

## ***Sprint to the finish: Ending your year with a Kick!***

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
  - Whatever annual fund covers for you

The Letter

- Short, direct, story, ask, theme pictures.
- First sentence – capture imagination
- Have a story
- Bullet points
- 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
- Thanksgiving Day
  - I would phone, text, and emailed over 100 people personally thanking them.
- Deliver Christmas gifts early and in person

Communication with team weekly

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

Helps to have a fundraising culture

- Peter Drucker – “Culture eats strategy for lunch.”
- 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
  - 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

- Rick Warren “The first job of a leader is to love. Without love, influence is manipulation.”
- Love also eliminates the greed factor.