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Annual Giving Services

One of the *i team's* specialties is annual giving. It is the foundation of all fund raising programs, and yet, annual giving (annual campaigns, appeals, funds, sustaining campaigns, annual drives, etc.) has evolved to perhaps one of the most complex, under-rated fund raising techniques in today's not-for-profit world. So much so, that traditional annual appeals are hitting the wall, falling short of expectations, and getting tired and worn out.

The traditional annual fund was characterized by the one-gift/one-donor/single year dictum. It was truly an "annual" event with the lowest common expectation. Some of it was mail-driven. Some of it was not well planned or executed. Much of it was focused on phonathons. And special events in their various forms, such as class reunions, balls and galas, and move-along-athons (a cute name for runs, walks, and other competitive events) took up the annual giving slack, almost by default. The conventional structure was a classic pyramid—with a top-down, volunteer-intensive approach.

One thing is for certain: many of the older campaigns had one goal. Move the masses with a singular message.

Relatively recently, as annual giving campaigns expanded, development professionals realized that "the masses" did not act in homogeneous fashion—that we were often our own worst enemies when it came to treating individual donors as individuals, and not as some herd of displaced, unconnected donors. But our organizations were not and are not prepared.

Our role at *i team new england consulting* is to utilize state-of-the-art and state-of-the-science tactics, technologies, and techniques that incorporate the unique value proposition of each client in an effort to achieve a number of different goals. We build organizational capacity through mentoring, guiding, and hands-on assistance with implementation.

- **Prepare, plan, assess, and execute the campaign efficiently** (reducing your cost-to-raise-a-dollar ratio and increase your ROI)
- **Segment, test, analyze, and personalize the appeal** (employing the latest proven techniques)
- **Broaden the reach** (attract more donors), **deepen the appeal** (raise the level of individual giving), and **increase the retention** (reduce the number of donors who stop giving)
- **Uncover, discover, and open up relationships and connections** (and maintain top quality databases and constituent knowledge)
- **Enhance strategic approaches and promote cross pollination** (developing transformational opportunities for donors to grow in their relationship with your organization)

- **Continue to evolve annual fund's gift administration process** (donor recognition, membership programming, knowledge management, pledge operations, special event management, sponsorship and underwriting, etc.)
- **Enhance the philanthropic potential among your stakeholders** (providing opportunities for volunteerism, participation in planned giving, and working toward a stronger and longer relationship with the organization)
- **Create a culture where annual giving is the successful centerpiece of an organization's relationship** (not just an annual exercise in hopeful outcomes, where we beg for volunteers and cross our fingers for success!)

The *i team* has the development experience, knowledge, and understanding to help your organization build, jump-start, take in a new direction, reinvigorate, or expand your annual giving program. We partner with you on all levels. We consult with our sleeves rolled up!