



## Conducting a Successful Annual Giving Program

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Jossey-Bass, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: PLANNING AND IMPLEMENTING YOUR ANNUAL GIVING PROGRAM. Introduction: Defining the Annual Campaign. Preparing for the Annual Campaign. Developing an Annual Giving Plan. Segmenting Appeals. Testing and Statistical Analysis. Elements of the Annual Campaign. Implementing a Direct Mail Campaign. Sponsoring Special Events. Telemarketing Your Cause. Soliciting Funds in Person. The Annual Fund in Action. Key Program Roles and Responsibilities. Working with Volunteers. Promotions, Communications, and Marketing. Gift Administration and Donor Appreciation. Closing the Campaign and Moving Forward. THE ANNUAL FUND RESOURCE GUIDE. Preparing for the Annual Campaign. Direct Appeal Program. Annual Fund Solicitation Calendar. Web Site Examples. Elements of the Annual Campaign. Annual Fund-Capital Campaign Combined Strategic Goals and Calendar. Corporate Campaign Plan. Corporate Matching Gift Companies. Corporate Matching Gift Guidelines and Application Form. The Annual Fund in Action. Membership Program with Benefits. University Annual Fund Analysis. Annual Fund Survey. Direct Mail Solicitation Package. Gala Event Sample Invitation and Program. Sales and Raffle Event Promotion. "A-Thon" Event Packages. "A-Thon" Team Captain's Kit and Supplies. Entertainment and Show Publicity Pieces. Outing Registration Letter and Materials. Special Events Planning Checklists. Sample Telemarketing Scripts for Lapsed Donors. Telemarketing...



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