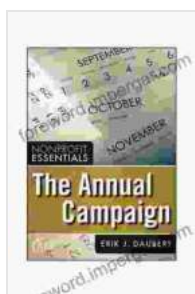


# The Annual Campaign: A Comprehensive Guide to Fundraising Success

The annual campaign is the cornerstone of fundraising for many nonprofit organizations. It is a time-bound, intensive effort to raise funds from a variety of sources, including individuals, corporations, and foundations. A successful annual campaign can provide the financial resources necessary to support an organization's programs and services.



## The Annual Campaign (The AFP/Wiley Fund Development Series Book 183) by Erik J. Daubert

★★★★★ 5 out of 5

Language	: English
File size	: 2581 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 375 pages
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The annual campaign process can be divided into four main phases:

1. **Planning**
2. **Execution**
3. **Evaluation**
4. **Reporting**

## Phase 1: Planning

The planning phase of the annual campaign is critical to its success. This is when you will develop your campaign goals, identify your target audience, and create a fundraising plan.

1. **Set your campaign goals.** What do you hope to achieve with your annual campaign? Are you looking to raise a certain amount of money? Increase your donor base? Build relationships with new stakeholders? Once you know your goals, you can start to develop a plan to achieve them.
2. **Identify your target audience.** Who are you trying to reach with your annual campaign? Your target audience may include individuals, corporations, and foundations. Once you know who you are trying to reach, you can start to develop messaging that will appeal to them.
3. **Create a fundraising plan.** Your fundraising plan should outline the specific steps you will take to raise funds. This may include developing a fundraising calendar, identifying fundraising activities, and recruiting volunteers.

## Phase 2: Execution

The execution phase of the annual campaign is when you put your plan into action. This is when you will actually raise funds from your target audience.

1. **Implement your fundraising activities.** This may include hosting fundraising events, sending out direct mail appeals, or making phone calls to potential donors.

2. **Track your progress.** It is important to track your progress throughout the execution phase so that you can make adjustments as needed. This may include tracking the number of donations you receive, the amount of money you raise, and the number of new donors you acquire.
3. **Stay connected with your donors.** It is important to stay connected with your donors throughout the execution phase. This may include sending them thank-you notes, providing them with updates on the campaign, and inviting them to events.

### **Phase 3: Evaluation**

The evaluation phase of the annual campaign is when you assess the results of your efforts. This is when you will determine whether or not you met your campaign goals.

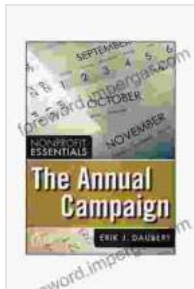
1. **Review your fundraising results.** How much money did you raise? How many new donors did you acquire? Did you meet your campaign goals?
2. **Identify what worked well.** What aspects of your campaign were most successful? What could you have done better?
3. **Develop a plan for improvement.** Based on your evaluation, develop a plan for improvement for your next annual campaign.

### **Phase 4: Reporting**

The reporting phase of the annual campaign is when you share the results of your efforts with your stakeholders.

1. **Create a campaign report.** Your campaign report should include information on your fundraising results, your evaluation findings, and your plan for improvement.
2. **Share your report with your stakeholders.** Share your campaign report with your board of directors, staff, volunteers, and donors. This report will help them to understand the results of your efforts and how you plan to improve your fundraising in the future.

The annual campaign is a complex and challenging undertaking, but it is also an essential one for many nonprofit organizations. By following the steps outlined in this guide, you can increase your chances of success and raise the funds you need to support your mission.



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