



Integrating Annual Giving with a Capital Campaign

The following is a summary of our firm's counsel in clients' "best practices" integrating annual giving with a capital campaign.

- ***Clarity of Purpose:*** Define clearly and communicate frequently the essential and distinctive differences in end-use between annual and capital gifts.
- ***"Over and Above" Gifts:*** Ask major donors to consider their campaign gifts as "over and above" their customary or intended annual gifts.
- ***Early Gift Announcements:*** Withhold announcement of early campaign leadership gifts until judged useful for campaign momentum as well as timely in minimizing impact on annual giving.
- ***Sequential Giving:*** Focus solicitation of potential donors at higher to sequentially lower "target" dollar levels during the campaign while maintaining annual giving throughout the campaign.
- ***Annual Giving Prominence:*** Ensure noted importance of annual giving throughout the campaign to avoid total overshadowing by campaign promotion and "big gift" announcements.
- ***General Campaign Solicitations:*** Broaden solicitation to the entire constituency when 80% to 90% of the campaign dollar goal has been achieved, and clarify whether donors will be recognized separately for a campaign or a combined campaign and annual gift.
- ***General Campaign Recognition:*** Develop distinctive recognition for General Campaign donors such as name tiles, etched bricks, and unique mementoes to encourage new gifts as well as repeat gifts from early campaign donors.

What is your strategy for integrating annual giving with your capital campaign?