

Virtual Water Cooler Chats

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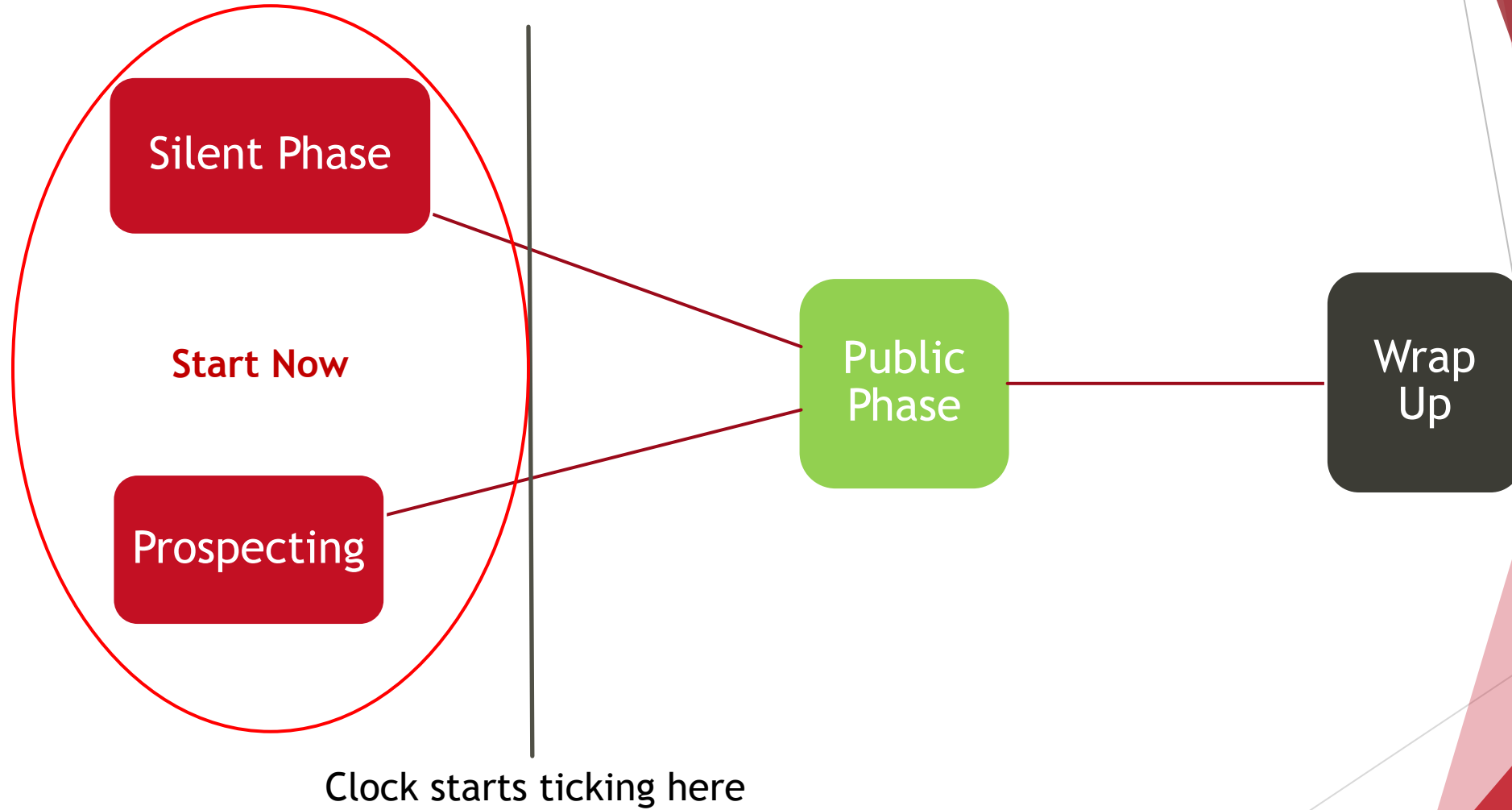


Plan Your Campaign Now

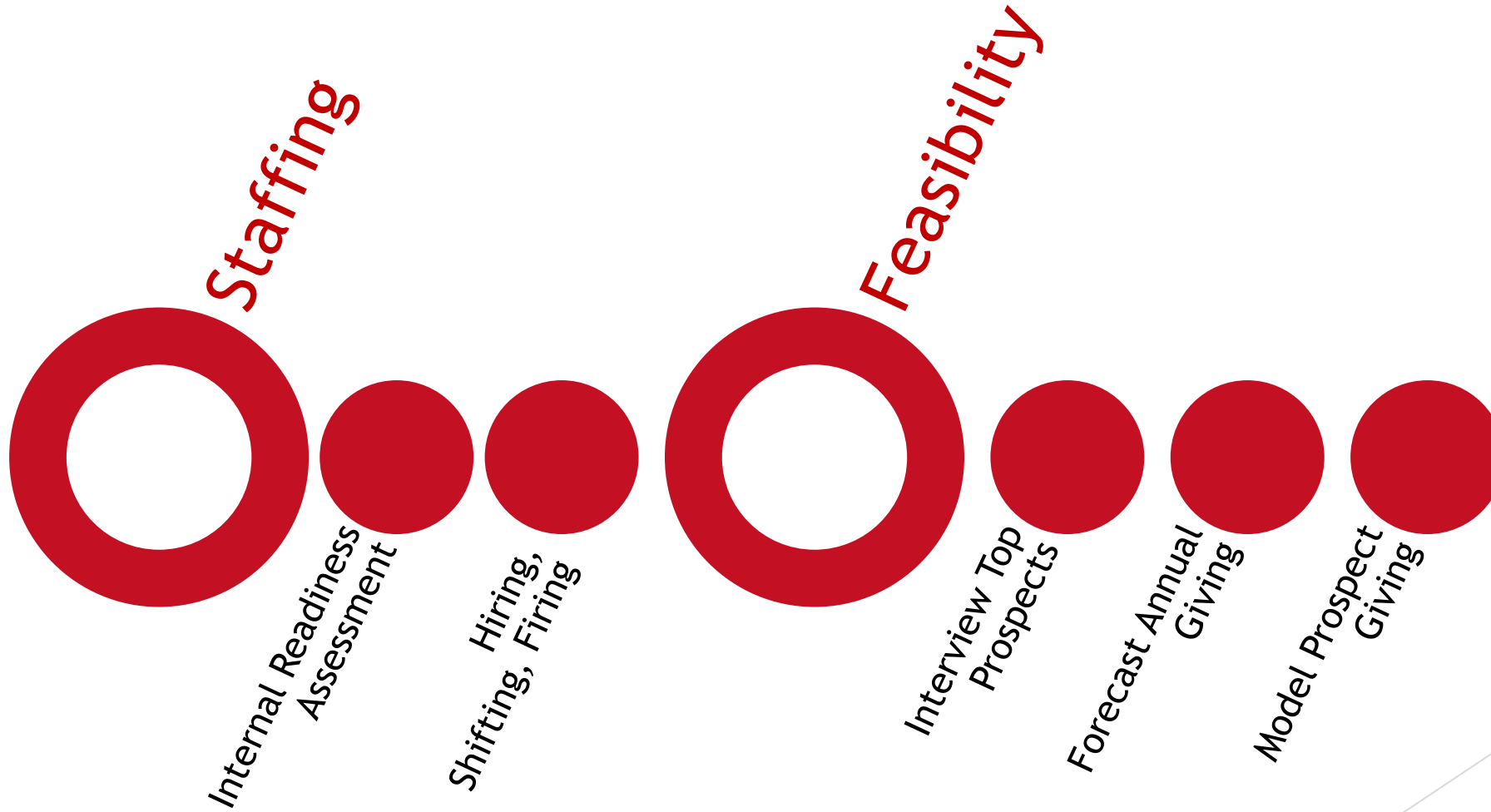
Why?

- ▶ Planning now makes execution better and fast when the economy recovers
- ▶ Donors are still giving
- ▶ Staff always need something they can do

Timeline



What You Can Do Now



Staffing

- ▶ Determine number of gift officers by campaign goal
- ▶ Determine research staff - 1 to every 4 gift officers
- ▶ Boost gift processors, stewardship automation, IT staff

Using Results: Data Driven Resource Management

Step	Measure	Value	Math Step
Campaign length, years	5 years	1,825 days	Multiply 365 X Campaign years
Prospect Cultivation Time	158 days	12 prospect cultivation cycles over campaign (1 portfolio slot)	Divide campaign days by standard cultivation cycle (from exercise)
Prospect Pool to Reach Goal	6,850	6,850	From the updated gift chart exercise
Number of Prospect Cycles Needing Assignment		571	Divide pool total by prospect cycles per portfolio slot
Gift Officer Pool Size (at any given time)	Standard	150	This is the traditional number
Gift Officers Needed		4	Divide prospect cycles by pool size.

4 GO's needed to cultivate and solicit 6,850 prospects over 5 years, if their portfolio size is 150. Is 150 still a reasonable portfolio size?

Identify a FEASIBLE Campaign Table

Gifts Needed	Gift Level	Gift Total	Campaign Total
1	\$50,000,000	\$50,000,000	\$50,000,000
2	\$25,000,000	\$50,000,000	\$100,000,000
7	\$10,000,000	\$70,000,000	\$170,000,000
10	\$6,000,000	\$60,000,000	\$230,000,000
25	\$2,200,000	\$55,000,000	\$285,000,000
40	\$1,375,000	\$55,000,000	\$340,000,000
100	\$400,000	\$40,000,000	\$380,000,000
150	\$233,333	\$35,000,000	\$415,000,000
200	\$150,000	\$30,000,000	\$445,000,000
400	\$75,000	\$30,000,000	\$475,000,000
600	\$33,333	\$20,000,000	\$495,000,000
400	Under \$500	\$5,000,000	\$500,000,000

Assess Your Pool Capacity

- ▶ Consider a re-screen
- ▶ Identify prospects who are giving now
 - Have high value stock portfolios
 - Have donor advised funds or family foundations
 - Are working for a company that benefits from the crisis
- ▶ Who would give to a campaign that starts in 2022?

Plan for Drop in Giving

- ▶ Can use 2008 as a template

https://inequality.stanford.edu/sites/default/files/CharitableGiving_fact_sheet.pdf

- ▶ Stay in touch with current and last year's donors
- ▶ Find a new audience while your current audience is quiet

What Are Your Questions?



Keeping in Touch with Us

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