



Growing Leaders
for

Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

Building a Successful Annual Fund

Presenter

Terry Munday

Former VP/Development, Indiana Wesleyan University

WORKSHOP OVERVIEW

Overview: Is your Annual Fund generating adequate resources for your institution? Are events well planned and effective? Do you have an effective communications strategy to build strong donor relationships? Have you identified the segments of your current and potential donor base and developed an effective growth strategy for each? Join Terry for this full day of engagement to help expand your capacity for building a very successful annual fund.

Wednesday, February 8

8:30 – 9:30

Session 1 — Maximizing Your Fundraising Effort

- Put YOUR organization first in fundraising
- It's not about you or your organization
- The most important factor of fundraising
- Do you have the joy of fundraising?
- Head or heart fundraising
- A simple change that will bring BIG RESULTS

9:30 – 10:00

Q & A Discussion

10:00 – 10:30

Refreshment Break

10:30 – 11:30

Session 2 — Creating a New & Exciting Annual Fund Program

- The single best sign of a healthy fundraising program
- Transforming your Annual Fund
- Events – to be or not to be, that is the question
- Engaging new donors

11:30 – 12:00

Q & A Discussion

12:00 – 1:00

Lunch on your own

1:00 – 2:00

Session 3 — Direct Mail is Alive & Well

- The How, What & When of a Fundraising Letter
- A fundraising letter that gets results
- Raising more dollars in direct mail

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

Session 4 — Why People Give

- Why people don't give to your cause
- Making an effective ask
- Do you have a good elevator speech
- What is an appropriate ask of my donor
- What are the indicators of what to ask for?
- Appealing to millennials
- 2050 – Large intergenerational transfer of money, money, money

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner on your own