

FundraisingMatters

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August 2016

Taking What Works and Making It Matter (TWWMM)

Dear Colleagues,

We are often asked questions regarding donor follow-up when a gift is made and how long should you expect your campaign to run. There are a number of responses to both questions, so I have included two recent ones that you may find of interest. I believe that each is on target.

— David

An Idea from Jerold Panas in 57 seconds — Start Phoning

I used to tell my clients that at \$1,000 level, a gift should be acknowledged with a phone call. I talked about this at all my Seminars. I felt this was important counsel.

After one of my sessions, a person came up to speak to me. She said she didn't want to interrupt while I was talking, but told me that at St. Jude's (Memphis) they call everybody who makes a \$100 gift.

"Good grief," I said. "That must be a lot of phone calls."

"23,000 a year."

I asked, "Is it worth it?"

Then I didn't even give her an opportunity to respond. I knew it was indeed worth it. St. Jude's raises about \$900 million a year.

Several weeks later, I was at my regular consulting visit with Scripps Health in La Jolla, California. I told the staff that they should begin calling people at \$100 level. There was a great deal of resistance. But finally the Vice President, David Mitchell, said they would try it. Here's what happened. On an acquisition mailing, a fellow who had never given before sends in \$130. Jerry Buckley calls him on the phone to thank him.

The guy was so impressed, the next day he sends \$1,000. Jerry Buckley calls him again. The guy was immensely impressed with the attention.

Four months later, he sends \$40,000. At the end of the year he sends \$50,000. Eighteen months after that, Scripps holds a press conference. They announce from this acquisition donor a cash gift of \$100 million.

The phone call started it all. It really pays off.

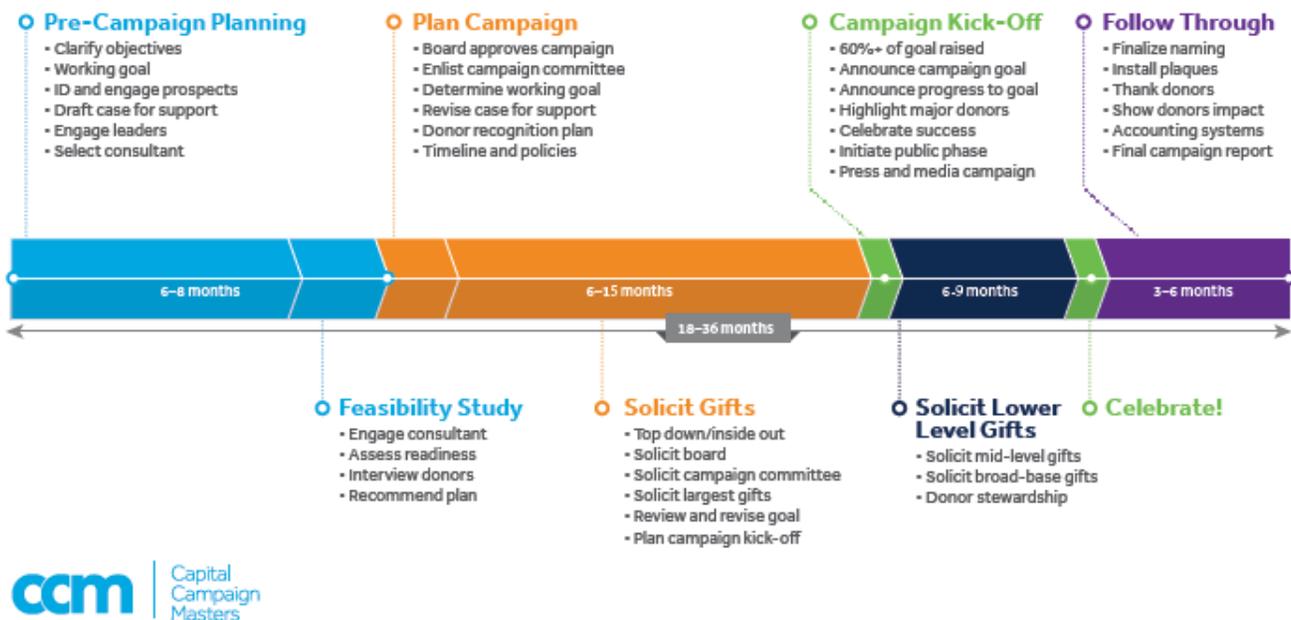
If you feel you're too busy to make all those calls, what are you doing that's more important than thanking your donors? If the staff is too busy, involve your volunteers. Ask the Board to participate. It's a great job thanking donors.



David Valinsky Associates LLC
614.238.3390 / www.davidvalinsky.com



Campaign Timeline and Flow



*Note: On the above graphic, I have extended the timeframe for solicitation of gifts phases to reflect what we're seeing with many JCCs. – David

DVA CLIENT UPDATE

Congratulations to Michael Feinstein, JCC Greater Washington, who surpassed their original **\$10,000,000** goal and is approaching **\$16,000,000** fueled by a landmark family gift that will name the JCC (Bender JCC of Greater Washington).

Congratulations to Lael Gray, Asheville JCC, as they prepare for their September groundbreaking ceremony for their new outdoor pool complex – their campaign has surpassed \$7.1 million.

Congratulations to Jeff Dannick, JCC Northern Virginia, who have increased their campaign goal to \$6.5 million to add a new fitness complex to their initial campaign plans.

Thank you
Capital Campaign Masters ~ Jerold Panas

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