

## Specialty Staffing – Annual Fund

---

Does the end of the year sneak up on you every year? Are you rushing to meet calendar deadlines instead of strategically approaching your annual campaign? Would you get better results if you had the time and expertise to devote to year-end solicitation?

In addition to raising operating funds, your annual appeal also helps build the pipeline for major and planned gifts. It's an important component of your development program that must be thoughtfully attended to for your organization's philanthropic growth.

KEES understands that your team has multiple priorities, and we can partner with you to launch an effective annual fund campaign that will make your organization stand out among other appeals.

We can offer:

- 🔗 Planning/workback calendars
- 🔗 Data cleaning and sorting
- 🔗 List pulling
- 🔗 Appeal segmentation
- 🔗 Appeal writing
- 🔗 Appeal design
- 🔗 Project management for design, print, distribution and donor acknowledgement
- 🔗 Social media strategy and implementation
- 🔗 Email strategy and implementation
- 🔗 U.S. mail strategy and implementation
- 🔗 Donor acknowledgement strategy and implementation
- 🔗 Follow up analysis and recommendations

Some recent examples of our team's Annual Fund work for various clients include:

- 🔗 Scrubbed over 40,000 entries from 16 different sources to identify top donors for a direct mail appeal, resulting in a 600% increase from the previous year.
- 🔗 Wrote and distributed 7 customized/segmented appeal letters, resulting in a 338% increase over the previous year.
- 🔗 Reviewed and updated database for a client in the senior living sector, changing 14% of all records to "deceased" and adding several new resident names. The appeal uncovered a \$10,000 planned giving opportunity, which our team helped to finalize.

In support of your specific goals, we work with your team to define the scope and depth of involvement needed and arrange on- or off-site staffing with a flexible approach that fits your organization's culture and schedule.

 **We look forward to unlocking your annual fund's full potential!** 

