

A YEAR-LONG LOOK AT Annual Giving

Annual giving is fundamental to any advancement office's fundraising strategy, providing expendable funds for the institution and cultivating a pipeline for future major gifts. Utilize this infographic to guide your efforts in creating a successful annual giving program across the full calendar year.



Strategic Planning



Campus Events and Traditions



Campaigns and Appeals



Stewardship and Cultivation

JANUARY–MARCH

Sustain Fundraising Momentum

Benchmark your fundraising progress and adjust accordingly.



Check your progress



Run a **Day of Giving** campaign



Begin budgeting for the next fiscal year

Benchmark against your fundraising goals and adjust your second half strategy accordingly. To stay on track, **institutions should raise 65% of their fundraising revenue before January 1.**

Boost donor engagement in the spring with a Day of Giving campaign. Create personalized and impactful content for each donor segment, as **80% of donors prefer to receive personalized communications.**

Use this quarter to begin budgeting and planning for the upcoming fiscal year.

APRIL–JUNE

End the Academic Year Strong

Close out the academic year and look to the next.



Deploy an **end of fiscal year campaign** if needed



Welcome your **new alumni**



Appreciate your donors for their annual impact

Offering flexibility, re-targeting capabilities, and a broader reach, a digital giving campaign can be a vital tool to help you raise more money in the spring. **Digital marketing reaches 85% of alumni compared to traditional email methods at 50%.**

Embrace your new alumni as they graduate from your institution. Recent grads are primed potential donors, with **80% of major donors giving within the first five years post-graduation.**

Show appreciation to your annual donors for their impactful support. Host recognition events such as reunions, society and scholarship dinners, and endowment and legacy donor gatherings to celebrate their generosity.

JULY–SEPTEMBER

Launch the New Fiscal Year

Set goals and tone for the new academic year.



Review past data and create a **new fundraising plan**



Deploy a **fall campaign**



Leverage university **events and traditions**

Review past fundraising, campaign, and donor data for insights to use in establishing the new year's fundraising goals. **69% of U.S. adults donate to charitable causes.**

Launch a digitally-focused fall giving campaign with impactful messaging tailored to segmented audiences. **Online giving has grown by 26% in recent years.**

Make the most of the academic year's excitement by integrating campus events and traditions into your engagement strategies. Use events like Move-In Day, Parents & Family Weekend, and Homecoming as touchpoints to boost your fundraising efforts.

OCTOBER–DECEMBER

Prioritize Donor Engagement

Deploy appeals to segmented target audiences.



Deploy an **end of year campaign**



Show appreciation to donors and highlight impact

Make the most of the season's giving spirit with a comprehensive omnichannel strategy that blends direct mail and digital efforts. **8+ touchpoints are often needed before donors will make their first gift.**

Express gratitude to your donors and emphasize the tangible impact of their contributions.



EAB

Develop a year-long annual giving program that is donor-centric, data-driven, and positions your institution for future success. [Connect with one of our Advancement experts to learn more.](https://eab.com/products/advancement-marketing-services)
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