

ANNUAL GIVING

Campbell & Company

**Consultants in Advancement Planning, Fundraising,
Marketing Communications and Executive Search**



SOMEDAY STARTS TODAY

Are you looking for effective ways to build your donor community? An investment in your annual giving program not only improves your current year performance—it also helps ensure long-term fundraising success.

For more than thirty years, Campbell & Company has helped nonprofit institutions successfully engage the power of philanthropy.



A STRONGER COMMUNITY

Campbell & Company's Annual Giving Group serves nonprofit organizations nationwide. Our consultants are up-to-the-minute of current best practices and are ready to work with you to ensure increased annual revenues, expanded participation and a stronger base of support.

Strategic Planning

We can work with you on a one- to three-year planning horizon to establish clear goals and objectives, develop strategies for acquiring new donors, segment target markets, define and target affinity groups, develop a compelling case for annual giving, organize staffing, plan calendars and build budgets. The resulting plan will be actionable and measurable—and the benefits will be immediate.

Annual Fund Program Audit

We evaluate historic performance metrics, goals, staffing, organization and budgets, as well as acquisition, retention and segmentation strategies. We analyze direct mail, e-mail and phone programs. We can also benchmark your program's performance to those of peers.

Telemarketing Program Development and Caller Training

Campbell & Company can help strengthen your telemarketing initiatives with case articulation and script development, as well as effective caller recruitment, motivation and retention programs. Caller training may include fundamental solicitation techniques, strict downward negotiation strategies, role playing methods and more.

E-Philanthropy and Mail Strategies

We work with you to integrate traditional mail, e-mail and website strategies with telemarketing and other constituent contact programs. The goal: annual fund operations that perform seamlessly, no matter the channel.

We welcome the opportunity to discuss your annual giving program goals without cost or obligation. Call us to explore how Campbell & Company can bring together the people, resources and ideas you need today for tomorrow's success. Someday starts today.



REPRESENTATIVE CLIENTS

Andrews University (Berrien Springs, MI)
Arizona State University Foundation (Tempe)
Bradley University (Peoria, IL)
California Western School of Law (San Diego)
Central Michigan University (Mount Pleasant)
Chicago Children's Museum
College of St. Catherine (St. Paul, MN)
Evergreen State College (Olympia, WA)
Georgetown University (Washington)
Illinois State University Foundation (Normal)
Johns Hopkins University (Baltimore)
Kansas University Endowment Association (Lawrence)
Kohl Children's Museum
Lake Forest Graduate School of Management (IL)
Loyola University (Chicago)
Northwestern University (Evanston, IL)
New York University Stern School of Business (New York)
Portland State University Foundation (OR)
St. Ignatius High School (Cleveland)
Steppenwolf Theater Company (Chicago)
University of Arizona Foundation (Tucson)
University of Chicago
University of Chicago Graduate School of Business
Washington National Cathedral
Wesleyan University (Middletown, CT)
World Wildlife Fund (Washington, DC)

NORTHWESTERN UNIVERSITY

“Campbell & Company helped us evaluate and redesign our phone-a-thon program, the cornerstone of our undergraduate annual giving. Through program realignment that included intensive student caller training, enhanced incentives and increased accountability, we’ve achieved some remarkable results in just two years.”

—Bridget Haggerty

Deputy Director, Annual Giving

From 2004 to 2006, the number of pledges increased 57 percent, average gifts increased 50 percent from \$76 to \$114 and overall phone-a-thon revenues increased 136 percent from \$635,000 to nearly \$1.5 million. Quarter-to-quarter caller retention in 2006 also reached 75 percent.

COLLEGE OF ST. CATHERINE

“Campbell & Company facilitated a nimble, flexible process for us that was customized for St. Kate’s constituents and staff from the start—no “cookie-cutter” solutions. Yet, their in-depth knowledge of current trends and best practices from across the country gave us solid decision-making information and the confidence to move ahead. Our results speak for themselves.”

—Sarah Berger

Director of the Annual Fund

Since 2002, those giving at \$100 to \$249 increased 28 percent and those giving \$250 to \$499 increased 31 percent. The average donation increased 27 percent from \$185 to \$236, and total revenue increased more than 32 percent.

Campbell & Company

Advancement Planning

Strategic counsel and long-term planning

Board assessment, development and leadership recruitment

Board and staff training

Fundraising

Pre-campaign planning and philanthropic market studies

Development program audits

Annual giving audits, caller training and annual fund strategic planning

Counsel and/or management for capital and endowment campaigns

Planned giving program counsel

Donor relations audits and stewardship plans

Marketing Communications

Campaign communications plans and audits

Case statements and campaign materials

Public relations and crisis communications counsel

Executive Search

Analysis of organizational needs and position requirements

Candidate identification

In-depth interviewing, candidate profiling and offer negotiation

**Consultants in advancement
planning, fundraising,
marketing communications
and executive search for
nonprofit organizations**

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Washington, DC

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