Volunteer Victories

Expanding Volunteer Efforts & Achieving Ambitious Goals

Jemima Attanasio, The Spence School
Spence Annual Fund

Successful Annual Fund
• $4.1 million in 2017-18
• 94%-96% parent participation in the last 5 years

Timeline/effort to accomplish goals
• Gifts & Pledge commitment timings slipping to later in school year
• 2017-18: 47% parent participation by December 31
The Model

• Traditional Fall Appeal
• Traditional Phonathon
• Traditional follow-up

Recent examples

• One-page letter with signatures, enclosing generic brochure
• Nov 14, 2016 Phonathon
• Four Co-Chairs
2018-2019 Annual Fund

The Idea

• More secure by January

• More volunteers to help with outreach

• More time to focus on other constituencies
  • Past Parents
  • Grandparents

The Challenge

• 75% for $75,000 Challenge

• Recruit Class Captains
  • at least 2 per class

• Mix of new & seasoned volunteers
75 for 75 Challenge

**The Challenge Donors**
- Identified small group
- ½ Board members
- ½ Senior Parents
- Individual meetings

**The Class Captains**
- 33 volunteers ‘on the roster’
- Added 20 new Class Captains
- Balance across the grades
- One-year commitment (for now!)
75 for 75 Challenge

*Fall Solicitation Plan*

- Annual Report drops early October
- Trustee outreach
- Late Oct./ early Nov. solicitation letter
- Phonathon mid-November
Meet The Challenge

Fall Brochure

• New Design
• Segmented & Personalized
• Nov. 1 Timing
• Watch out for the glue!
Meet The Challenge

Dear Tamara,

A spirit of generosity infuses every aspect of the Spence experience. Along with the superb academic preparation they receive, our daughters learn to pursue a purpose larger than themselves and to fully embrace the school motto, “Not for school use, but for life we live.” In big and small ways, we, as members of the community, demonstrate and perpetuate these values, by our participation in the Annual Fund.

This year, the generosity of our community grows. We have a group of parents who will provide additional support to the Annual Fund by inspiring us to show our early commitment to Spence. The Spence Annual Fund will receive $75,000 if we achieve 75 percent participation among current parents by December 31, 2018. That means your gift or pledge, before the end of the year, provides even more resources available for our daughters’ education.

We hope that you will support the Annual Fund before 2018 draws to a close and keep the spirit of generosity strong at Spence.

Thank you for considering this request and helping us reach the 75 percent for $75,000 challenge.

Sincerely,

D. Jordan
Sandy Robb
Ann Yenowitz

Annual Fund Co-Chairs

100%
SUPPORTS STUDENTS WHO GIVE BACK FROM THE ANNUAL FUND EACH DAY

$12,490
THE GREATEST NEED TUTITION AND WHAT A SPENCE EDUCATION ACTUALLY COSTS FOR EACH STUDENT

$4 MILLION
PROVIDED BY THE ANNUAL FUND FOR TEACHING AND LEARNING

This year, your gift could mean an additional $75,000 if 75% of Spence parents make a gift before December 31, 2018.

CAN WE COUNT ON YOU?

Please mail your gift or give online:
www.spenceschool.org/annualfund

75% = $75,000
75 for 75 Challenge

Phonathon...

• November 14 phonathon
• Launch for Challenge
• Parent focus
• New staff role
75 for 75 Challenge

Second Mail Piece
- Calendar Year End
- Simple format
- Straight-forward ask
- Early Dec. drop

This year, your gift could mean an additional $75,000 for the Annual Fund if 75% of Spence parents make a gift before December 31, 2018.

CAN WE COUNT ON YOUR SUPPORT TO MEET THE CHALLENGE?
75 for 75 Challenge

Phonathon...s

• 4 additional calling nights

• Informal in Advancement Office

• December events, holidays, many other distractions

• Strategy incl. texts

• Parent follow-up during day/ evenings on own schedule

• Staff calls and emails
75 for 75 Challenge

% participation increases through December 31
75 for 75 Challenge

What happens when you don’t quite make it.......?
75 for 75 Challenge

- December 31: 70% participation
- Input from Co-Chairs
- Challenge Donors buy-in
- Keep the balance between excitement and exhaustion
- Messaging to the whole community
OH So Wonderful... Your generosity has lifted the year-to-date Annual Fund parent participation to an all-time record of 70%.

OH So Close... We are now just 40 donors shy of meeting the 75% for $75,000 challenge, which our generous donors have enthusiastically extended to January 31, 2019. Please make your Annual Fund gift online so we can count you in this great success.

OH So Grateful... Thank you for stepping up and helping us take a big leap, giving Spence the confidence to move forward and to bring this school year to an even stronger finish.
Last day....January 31

- Reached 79% participation
- 8 more donors to get to 80%
- Community effort:
  - Gifts from K to 11\textsuperscript{th} Grade, from $25 to $5,000
- Challenge donor extra donation....... 
  ....... 75% for $75,000 becomes 80% for $80,000!
Three Cheers for Spence Parents

Three cheers for Spence parents. Please see this Annual Fund update and thank you video.
• New volunteers & also new parents
• Data analysis + direct connection with personal relationships
• Old school approach
• Best format for regular updates
• Competition & Community spirit
• Clear language for pledges & gifts
• Respect for families who make their gifts later in the year
Finishing the Year

• Thank you to Volunteers

• Challenge for 100% Participation Classes!
Questions?

Contact Details:

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