

# consecutive giving

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why it is key to  
annual giving

What are you doing relative to consecutive giving?

What do you want to do?

How are you treated by organizations you continually support?

“Look at the church! They ask for a contribution EVERY time you walk in the door – not just a one-time 10% annual tithe. Reinforcing habits of giving just makes good sense.”

– *David S. Jones, University of Georgia*

“Annual Funds are about annual giving – consecutive giving societies are a perfect way to reward annual giving.”

– *Shelly Smith, Bradley University*

“Since I started here 3 years ago, Golden Lion Society members have contributed over \$4 million dollars to the University. We have been holding steady at 13,000-14,000 members each year.”

– *Amber Krieg, Penn State*

“Schools have been slow to recognize and reward donors for longevity. They are quick to recognize total lifetime giving amounts, but slow to recognize a lifetime of giving. What's more, if the goal is to encourage stronger donor loyalty and affinity, shouldn't recognition for loyalty be as prominent as giving-amount-based societies?”

– Innovations in Annual Giving, Bob Burdinski

“It's amazing, in this year of low consumer confidence and a scaling back in giving to most non-profit organizations, we are seeing a growth in this program's membership.”

– Kristie Phillips, Tennessee Tech

## University of Georgia

Year 1:	2,809	new donors	
Year 2:	1,224	retained	43.57%
Year 3:	985	retained	80.47%
Year 4:	960	retained	97.46%
Year 5:	899	retained	93.65%

“It shows that there’s a large drop-off in renewals for the second gift, but those who are retained tend to be loyal for the following years”

– David S. Jones, UGA

## University of Wisconsin-Madison

Participation among donors who have given for:

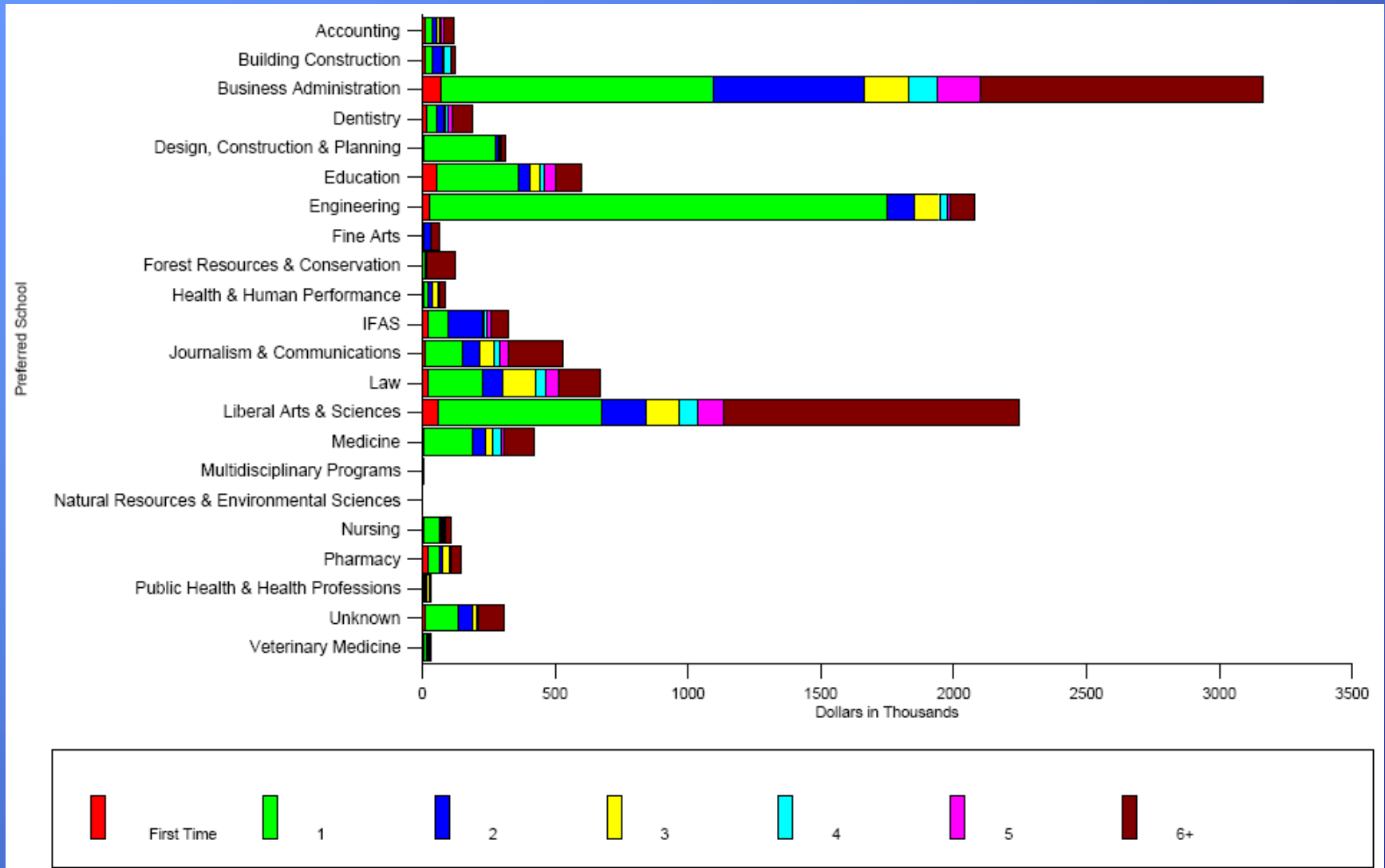
1 year:	35.00%
2 years:	62.40%
3-4 years:	71.50%
5+ years:	85.00%

## University of Michigan

<u>Retention rates</u>	<u>FY99</u>	<u>FY00</u>	<u>FY01</u>	<u>FY02</u>	<u>FY03</u>
First-time donor	43.8%	42.6%	39.5%	38.3%	35.3%
2 years	71.8%	70.5%	69.3%	64.8%	62.3%
3-4 years	79.0%	78.9%	77.6%	76.0%	71.3%
5+ years	88.6%	89.3%	87.8%	86.6%	84.1%

<u>Retention rates</u>	<u>5-year averages</u>
First-time donor	39.90%
2 years	67.74%
3-4 years	76.56%
5+ years	87.28%

# University of Florida – Dollars by years of giving



## The Opportunities:

1<sup>st</sup> year donors vs. Multi-year

Average of 30 schools

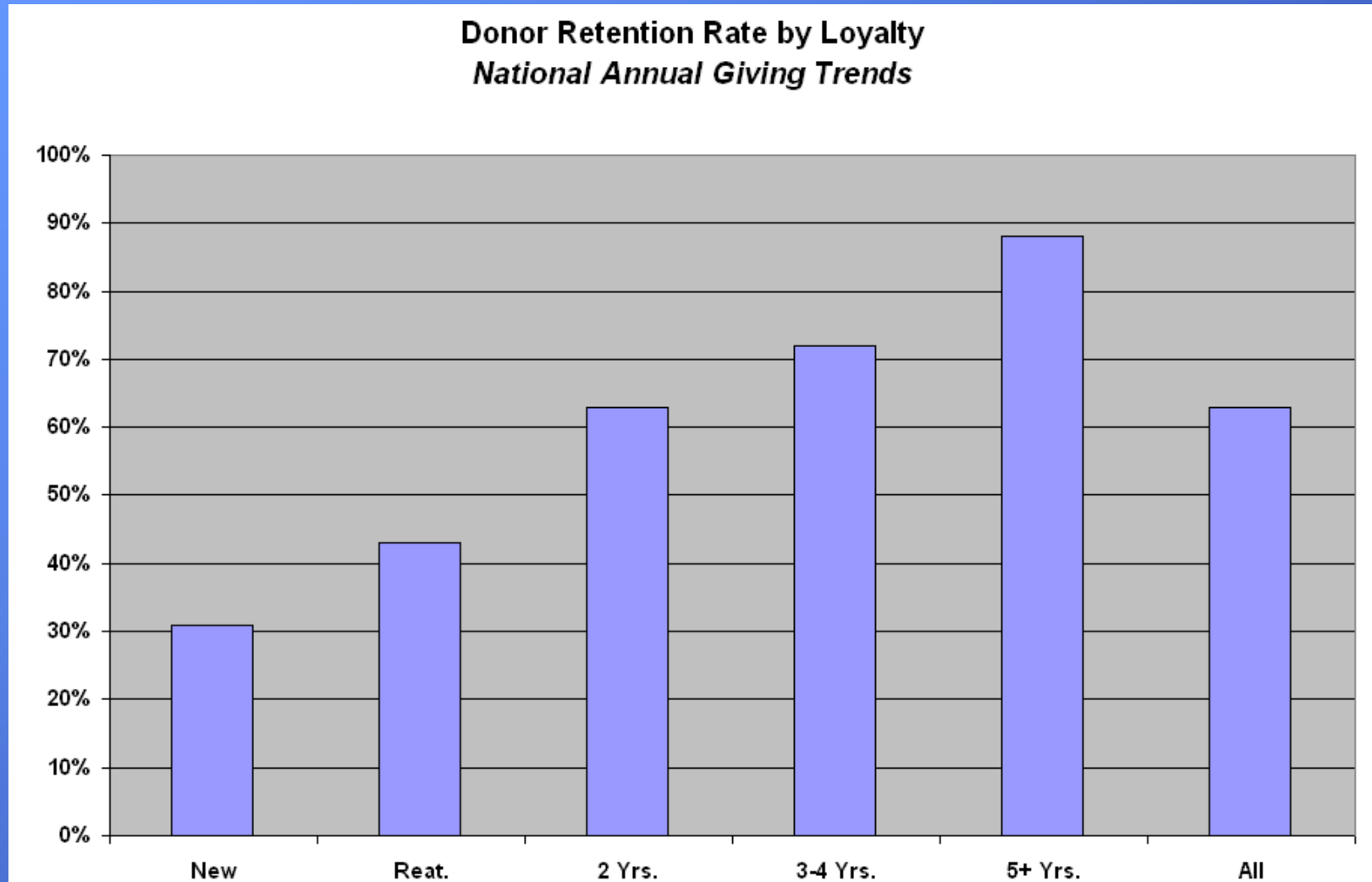
1 <sup>st</sup> Year donor retention	= 31%
Reacquired donors	= 43%
2 <sup>nd</sup> Year donor retention	= 63%
3-4 Year donor retention	= 72%
5+ Year donor retention	= 88%

\*Information taken from 30 schools; provided by Target Analysis Group Inc.

“Stick to three years as the threshold. I tried five at Virginia Tech and wish I had done three. We are building a program here at UofT and will focus on three.”  
– Michael Westfall, Eastern Washington University



## The Opportunities:



## Carnegie Mellon

Albert C. May Society

5+ years consecutive

**Carnegie Mellon**
**Annual Giving**
*Development*

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[Annual Report\(pdf\)](#)

[How to Make a GIFT](#)

Giving Programs:


- > [Al May Society](#)
- > [Andrew Carnegie Society](#)
- > [Legacy Scholarship Fund](#)

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Departments:

- > [Alumni Relations](#)
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### Albert C. May Society



The Albert C. May Society was formed in 1992 to honor Albert C. May, E 1921, 1922, for his extraordinary association with Carnegie Mellon. For more than seven decades, Al May, a former student leader, was one of the university's most dedicated alumni. Al May started the Annual Fund in 1947 and gave every year until he passed away in 1998.

In honor of his loyal support, the Albert C. May society honors the university's most dedicated contributors who have given five consecutive years or more. By making your annual gift each year, you will provide vital support to students and share in the late Al May's spirit of support of Carnegie Mellon.

For questions or information regarding the Albert C. May Society, please contact the Office of Annual Giving.

**Carolina**  
OFFICE OF UNIVERSITY DEVELOPMENT

CONTACTS MAKE A GIFT  
SITE MAP

A DEFINING MOMENT  
THE CAMPAIGN IN ACTION  
LATEST NEWS  
PRIORITIES  
WAYS OF GIVING

**C**

Membership in the Carolina Bell Ringers requires donors to have made gifts in each of the past two academic years (2001-2002 and 2002-2003). We welcome anyone to join, both alumni and other friends at Carolina. The gift may be designated to the Chancellor's University Fund (unrestricted) or to any school, academic program or department of the University.

To continue your Bell Ringer membership in academic year 2003-2004, simply give in any amount prior to June 30, 2004. There is no minimum gift to continue your membership.

At the end of each academic year, all Bell Ringers will receive a small gift, an acknowledgement from the Chancellor of their important role in Carolina's annual giving efforts, and the satisfaction of helping Carolina maintain its status as a premier public university.

**CAROLINA BELL RINGERS**

[View the Bell Ringer Honor Roll...](#)

**\*If you did not make a gift to Carolina in academic year 2001-2002 or 2002-2003 and would like to join the Bell Ringers, contact:**

**Beth Gardner Braxton**  
Director, Annual Fund  
(919) 962-4388  
[beth\\_braxton@unc.edu](mailto:beth_braxton@unc.edu)

[Find out how annual gifts make a difference...](#)

[Carolina Bell Ringers home...](#)

**CAROLINA FIRST**

**UNC – Chapel Hill**  
Carolina Bell Ringers  
2 years consecutive

## Univ. of Vermont

Green Mountain Circle

5+ years consecutive

The screenshot shows the University of Vermont website's 'Giving to UVM' page. The header features the UVM logo and the text 'THE UNIVERSITY OF VERMONT'. A navigation bar includes links for 'home | directory | log in', 'ALUMNI', 'EVENTS', 'GIVING' (highlighted), 'GET INVOLVED', 'PARENTS & FAMILY', and 'ABOUT US'. A secondary navigation bar on the right says 'The Greatness within Our Grasp' and 'THE CAMPAIGN FOR THE UNIVERSITY OF VERMONT'. The main content area is titled 'GIVING TO UVM' and 'THE ONLINE COMMUNITY FOR ALUMNI, PARENTS & FRIENDS OF UVM'. On the left, there is a circular logo for the 'uvm FUND' with the text 'sharing • growing • succeeding' and the year '2004'. Below this is a sidebar with links: '< Back to Previous', 'The UVM Fund', 'Campaign for UVM', 'Ways to Give', '2003 Gift Report', and 'Online Giving'. The main text area is titled 'UVM Gift Societies and Clubs' and features a section for 'Green Mountain Circle', which describes it as UVM's newest giving society for alumni who have provided consistent financial support for at least five consecutive years. To the right of this text is a circular logo for the 'Green Mountain Circle' featuring a mountain and a building, with the text 'The UNIVERSITY of VERMONT'. Further right is a photo of two people smiling and a sidebar titled 'IN THIS SECTION...' with links to 'The UVM Parents Fund', 'Ira Allen Committee', 'Giving Societies & Clubs', and 'Online Gift Report'.

## Giving to Penn State



### The Golden Lion Society

[◀ Home Page](#) | [◀ Ways to Give](#) | [◀ Annual Fund](#)

## Penn State's most loyal alumni

Penn State donors are a distinguished group of people, but perhaps the most extraordinary are those in the **Golden Lion Society**. The Golden Lion Society represents the only people who can say they've given to Penn State *every year* since graduation. It sounds pretty exclusive, but here's the cool part: it doesn't matter how much you give—what matters is that you've shown your dedication.

Meet a few of our members:



[Colleen Hyland](#)  
['03 Edu](#)



[Pamela '88 Com '90 MBA Steve](#)  
[Cromity '90 A&A](#)



[Annie Campbell Harvey](#)  
['56 Edu, '60 M.Ed](#)

## Penn State

Golden Lion Society

Every year since graduation, with “buyback” of past/missed years

Separate mail / phone / email appeals focusing on the CGP  
Audience: current members/previous year's donors

Additional, CGP-specific stewardship:

Honor roll identification as member

Items, based on “milestone” years of giving:

3, 5, 10, 15, etc. years

# Dartmouth Honor Roll example

## Lists by year...

**DARTMOUTH COLLEGE FUND**

Dartmouth. On Purpose.

### 2004 Honor Roll

ABOUT THE HONOR ROLL

### Thank you

The Honor Roll is one way Dartmouth says thank you for the outpouring of generosity from loyal alumni and friends throughout the year. The list shows donors whose cash gifts were recorded between July 1, 2003 and June 30, 2004. Click on your class year below to see who has given.

<a href="#">1909</a>	<a href="#">1917</a>	<a href="#">1920</a>	<a href="#">1930</a>	<a href="#">1940</a>	<a href="#">1950</a>	<a href="#">1960</a>	<a href="#">1970</a>	<a href="#">1980</a>	<a href="#">1990</a>	<a href="#">2000</a>
	<a href="#">1919</a>	<a href="#">1921</a>	<a href="#">1931</a>	<a href="#">1941</a>	<a href="#">1951</a>	<a href="#">1961</a>	<a href="#">1971</a>	<a href="#">1981</a>	<a href="#">1991</a>	<a href="#">2001</a>
		<a href="#">1922</a>	<a href="#">1932</a>	<a href="#">1942</a>	<a href="#">1952</a>	<a href="#">1962</a>	<a href="#">1972</a>	<a href="#">1982</a>	<a href="#">1992</a>	<a href="#">2002</a>
		<a href="#">1923</a>	<a href="#">1933</a>	<a href="#">1943</a>	<a href="#">1953</a>	<a href="#">1963</a>	<a href="#">1973</a>	<a href="#">1983</a>	<a href="#">1993</a>	<a href="#">2003</a>
		<a href="#">1924</a>	<a href="#">1934</a>	<a href="#">1944</a>	<a href="#">1954</a>	<a href="#">1964</a>	<a href="#">1974</a>	<a href="#">1984</a>	<a href="#">1994</a>	<a href="#">2004</a>
		<a href="#">1925</a>	<a href="#">1935</a>	<a href="#">1945</a>	<a href="#">1955</a>	<a href="#">1965</a>	<a href="#">1975</a>	<a href="#">1985</a>	<a href="#">1995</a>	<a href="#">Friends</a>
		<a href="#">1926</a>	<a href="#">1936</a>	<a href="#">1946</a>	<a href="#">1956</a>	<a href="#">1966</a>	<a href="#">1976</a>	<a href="#">1986</a>	<a href="#">1996</a>	
		<a href="#">1927</a>	<a href="#">1937</a>	<a href="#">1947</a>	<a href="#">1957</a>	<a href="#">1967</a>	<a href="#">1977</a>	<a href="#">1987</a>	<a href="#">1997</a>	
		<a href="#">1928</a>	<a href="#">1938</a>	<a href="#">1948</a>	<a href="#">1958</a>	<a href="#">1968</a>	<a href="#">1978</a>	<a href="#">1988</a>	<a href="#">1998</a>	
		<a href="#">1929</a>	<a href="#">1939</a>	<a href="#">1949</a>	<a href="#">1959</a>	<a href="#">1969</a>	<a href="#">1979</a>	<a href="#">1989</a>	<a href="#">1999</a>	

Join the ranks! [Give online](#)

ABOUT THE HONOR ROLL   DCF HOME


#### Why Give?

Each year, the Dartmouth College Fund raises gifts for current use in the areas that need it most, including equipment, extracurricular programs, and scholarship support. Your philanthropy to the Fund helps Dartmouth live its purpose every day.

[Give now](#)


## Dartmouth Honor Roll example

...then by years of giving, rather than amounts.



Dartmouth. On Purpose.

### 2004 Honor Roll




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#### 20-29 Years of Giving

John T. Batchelder, Ph.D.	Briscoe B. Lang
Richard L. Fairley	Charles N. Lowrie, III
David A. Flitner	Peter W. Packard
Bernard B. Fulton, Jr.	M. Jerome Picard
Paul H. Goddard	Frank J. Tepper

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#### 10-19 Years of Giving

Neale W. Clapp	James F. Morrissey M.D.
Richard R. Forsberg	David M. Neville, Jr., M.D.
Julio R. Herrera	William B. Rollins
John H. Krumpe	Victor E. Sitty
William S. Lee	Arthur A. Wellman

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#### 1-9 Years of Giving

Stephen G. Altman	Jonathan S. Malev, M.D.
John H. Hines	Richard J. McNally



## What is the ROI?

- More affinity for your institution
- Made to feel like one of the most important donors, regardless of dollar amounts
- Added incentive to keep giving; further developing habit of giving
- Educated about the importance of and need for continued giving

**More incentive to give/education on giving = More donors**

**More donors = More dollars**

**More dollars = More major gift prospects down the road**

**More major gift prospects down the road = More dollars**

## What are the challenges?

- Data, data, data...
- “Rules” - What is more important:
  - Sticking to your “rules” ; or,
  - Recognizing support?
  - How do you track anomalies?
- How many years to recognize?
- How do you steward and acknowledge?
- Do gifts to all areas count? Just “annual fund”? Just academics? What about public radio/TV, hospitals or other branches of your institution?

consecutive  
giving

any  
questions?

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