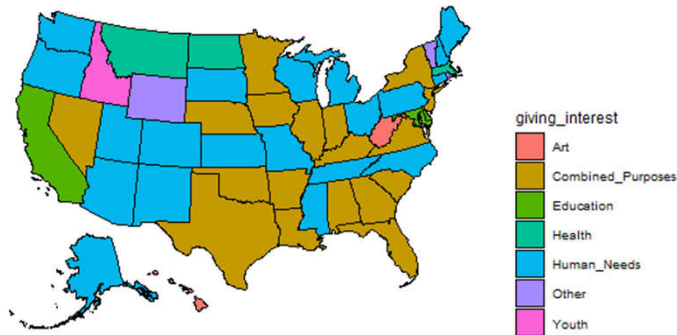


# Effects of "Sprint Campaigning"

Walker Emmert | Texas A&M Foundation | College Station, TX

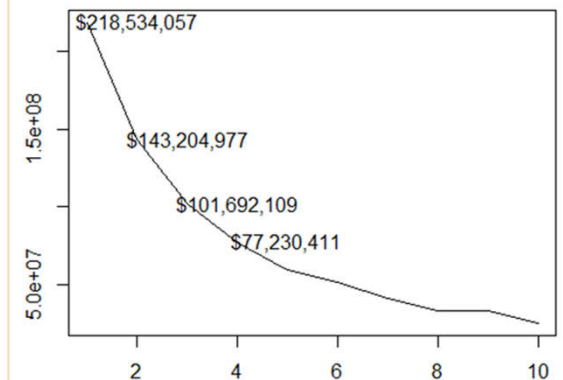


## OVERALL FINDINGS

- Consistent drop-off in giving in years after initial gift
  - Giving interest heavily focused on Religion
  - Across all demographic categories, large donors dominate giving in early years but even out in later years
- Highest initial gift averages do not necessarily come from states with highest populations

## Recommendations

- Re-engage lapsed donors and keep recent donors engaged:
  - *The largest gift for 56% of donors was their initial gift*
  - *The last gift for 29% of donors was their initial gift*
  - *The last gift for 22% of donors was their most recent gift*
- Utilize a "sprint campaign" to counteract giving drop-off in years since initial gift
  - *~\$5M-\$10M in 1-3 years*
  - *~\$1M for medium-sized depts (Education, Human Needs, etc.)*
  - *~250k-\$500k for smaller depts (Neighborhood Giving, etc.)*
- Target donors from states with interest in Combined Purposes and pair opportunities for smaller departments with opportunities for medium-sized departments and Religion, maximizing impact across the board



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QR code  
placement  
(Apra to create)

