Anderson Assembly Project

A proposal to revamp our highest giving society
Overview

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2 RESEARCH AND BENCHMARKING

3 PROPOSED SOLUTION

4 STEPS INVOLVED

5 BENEFITS

6 POTENTIAL OBSTACLES
Anderson Assembly represents a list of donors who have donated $1 million or more to MD Anderson. Anderson Assembly lacks the branding, recognition, and appreciation that the members of this society so highly deserve. So, I am here to propose some possible solutions...
What Donors Want

What donors want most:

• Acknowledgment that the gift was received and you were pleased to receive it.

• Private, direct, one-on-one communication is best, usually following a gift

• Assurance that the gift was “set to work” as intended

• Confidence that the project/program to which the gift was directed had/is having the desired effect.

Research conducted by Cygnus applied Research, Inc./Burk & Associates LTD.
The Power of THANKS!

95% of respondents would be very appreciative if a Board member called within a day to say thanks.

85% would support the charity again if this happened.

86% would give a larger gift.
Proposed Solution

We must make a statement of showing our gratitude to these special donors. This includes a special invitation to join Anderson Assembly and a meaningful effort to retain these members. Doing so will strengthen our relationship with them and cultivate future giving.
Steps Involved Towards Proposed Solution

• Keep a running report
• Make a phone call and send a thank you letter promptly
• Invite to Anderson Assembly
• If invitation is accepted, send welcome packet and obelisk immediately*
• Inaugural event
• Webinar/podcast*
• Private dinner with President
• Personalized hospital/lab tour
• Name on website, local newspaper, plaques in Faces of Philanthropy
• Anniversary thank you card *
How to get there…

What we can continue to do

• Letter signed by the President
• Obelisk
• Name included on Master plaque in Faces of Philanthropy
• Inaugural event

What we must begin to do

• Prompt appreciation
• Branding/logo
• On-campus event
• Special, private interaction with President
• Continuous reporting on donors reaching mark
• Ongoing communication plan
• Joint venture
Benefits

• Personalized appreciation
• Prompt acknowledgement
• Thanked in more than one way
• Cultivating for the next ask
• Create an atmosphere of giving and exclusivity
Potential Obstacles

• Not the most feasible time frame
• Difficult and disciplined reporting
• Delegating reports to proper filed officer or project manager
• Joint venture and communication to set up events with President
• Webinar/podcast access
• Budget
• Continuous monitoring for annual communication with donors
Branding

Branding is the message portrayed by a logo alongside marketing and outreach efforts. A logo’s sole purpose is to serve as an identifier. Together, the society’s branding and logo serve to portray its personality.
Logo Mood Board
Sample Brochure Cover
Current progress

- Invitation letter and package: full bleed color brochure with pocket insert and AA graphics
- Timeline: Target mail out date is week of August 13th
- Future Ideas: communication plan, on-campus events, special interaction with President
Thank you
Questions?