

**Annual Giving Teleconference  
August 14 & 15, 2009**

**Summary Notes:**

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**Update on the Annual Giving Campaign as of August, 2009.**

Annual Giving is at 77% of last year's campaign. Obviously, we need to do something to increase the level of participation of our membership. Some thoughts were discussed with different community AG Chairs, VCCs and Field Staff on this call. Volunteer input will be considered before any major decisions or changes in the campaign are implemented. The GSHH staff has also done research regarding best practices of other comparable councils in the US.

**Suggestions:**

- 1) **A direct mail piece component was discussed.** To deliver the Family Campaign envelope directly to the families rather than having the volunteers distribute the envelopes. Many leaders do not distribute the envelopes and this would save one step for the volunteers. Comments were mixed, callers on the Thursday evening call were more positive about this than the callers on the Friday am call. One volunteer on the Friday call had a very negative response when sent the Family Giving envelopes directly in the mail to families. Many were concerned about the failure rate of direct mail, the added cost to the campaign, the timing and over-all effectiveness. Still some felt it could be helpful to volunteers to have one less step to be concerned about. If used some wanted to have their own personalized letter that went out to the parents. Many volunteers on the Friday call were concerned that their parents not be asked more than once. A suggestion was to use a direct mail component as a reminder tool to families, perhaps a postcard.

**The Campaign needs:**

- 1) More information during the campaign to the volunteers is needed. Data needs to be relayed to communities so that they can be aware of the progress of their AG donations regularly. Volunteers want reports and statistics on the different ways money comes in, (early bird, on-line, matching etc.)
- 2) Training on how to effectively carry out a campaign. The trainings should include scripts, FAQ, forms and sample letters, similar information as past campaigns. The Fund Development department is re-instituting trainings at the four regional offices and a location in Kingston in the first half of October, 2009.
- 3) Some volunteers expressed concern at not having received materials early in the fall even though all materials were ready in September of 2008. Other volunteers were frustrated that some leaders never picked up the materials for the campaign at all.
- 4) Incentives for leaders and 100% participation for troops were discussed. Some volunteers suggested credit at the Girl Scout shops or a philanthropy patch or

- something to engage the leaders and help motivate them to be the best stewards of the campaign.
- 5) Volunteers suggested that they need materials that make the case for support clearer and simpler than in the past. Leaders need to be reminded of the trainings and resources provided by the Council.
  - 6) Volunteers need to be reminded that TD Bank is the Annual Giving Bank. It has numerous branches in the council's area and offers 7 days a week service.
  - 7) Going Green was discussed by continuing to make most of the printed instructions of the campaign available on the website.

Thank you for your participation.