

## Conducting A Successful Annual Giving Program

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**Building Your Annual Fundraising Game Plan Webinar Statistical Trends in Annual Giving: A Focus on Alumni Giving Habits Employee Performance Review - An Easy How-To-Guide Power in Numbers: Impact of Annual Giving What is Annual Giving? The Complete Story of Destiny! From origins to Shadowkeep [Timeline and Lore explained] QSG : TO SEE OR NOT TO SEE, THAT IS THE QUESTION : Revisiting the Qur'aanic concept of Salaat/Salaa**

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Americans are generous and enjoy the sense of being a part of a worthy cause achieved by charitable giving. In 2017, charitable giving in the U.S. surpassed \$400 billion for the first time, a 5.2% increase over the previous year. Over the past six decades, individual donors continue to be the largest philanthropic group. Donations by individuals, at \$285.65 billion, accounted for an astounding ...

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When it comes to resources, most annual giving teams have limited time and money for annual giving appeals. Little wins add up—a donor renews her gift for \$500 more than last year, a direct mail campaign motivates a larger group of donors than anticipated, more first-time donors pledge than ever before. Every little bit counts.

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