

Philanthropy Report for Temple Isaiah Congregational Meeting **2021–2022**

Overview

This year we entered the fundraising season cautiously optimistic. While the COVID-19 pandemic was appearing to lessen there were still questions about the path forward. However, we learned from the previous year that the Temple Isaiah community was willing and able to participate in giving through all different avenues and, therefore, we set a higher goal than the year before reaching for \$600,000. This was not a return to our full fundraising efforts pre-pandemic, but it reflected the across the board feeling that we could be potentially get there.

Unlike the previous year, we had the opportunity to invite people to high holidays in person to make group asks for the annual campaign, however, we still relied heavily on what we see as a better model – in person direct asks from the clergy when appropriate. Thanks to the commitment of the Temple Isaiah community we were able to raise total donations in this fiscal year. Going into fiscal year 2022-2023, we are hopeful we can restore the annual giving goal to pre-pandemic numbers, including a bit more, at \$850,000.00.

Annual Giving

Annual Giving year over year comprises the largest percentage of how the Isaiah raises funds to support development. Thanks to the on-going commitment of the clergy and their willingness to meet people wherever they felt most comfortable, we were able to raise approximately \$800,000 which is more in keeping with our pre-pandemic numbers. These numbers reflect a total fewer donors than last year but more significant gifts from those who gave. We also received some incredible one-time gifts that we have shared information about with the community throughout the year.

2021-2022 Vision

This year was about finding our footing again and testing the waters to see where people were. We had to question returning to the same old program pre-pandemic or whether some of the changes we made during the pandemic were worthwhile. One on one asks were worthwhile and continued to be the largest driver behind annual giving this year. With this success, we focused less time on micro campaigns as there was not as much need for those types of group drivers.

With that knowledge, the 2022-2023 fiscal year will again focus on one on one asks. However, there will also be some directed campaigns both for the Kleinrock Schuler Center for Innovation as well as for the kitchen remodel. We believe both of these campaigns have enough of an individual story to tell that they can support more directed campaigns that will not impact our annual giving platform but instead work to enhance it.

Outside of direct asks for fundraising, we are always working toward building a more solid culture of giving in our community. In some areas of interest within the temple community that means modifying how we reach out. The kitchen campaign, for example, will allow us to extend the giving culture to our preschool families which we frequently find to be a rather untapped area. This community, as we know, likes to give to tangible projects and thus why we will drive their dollars toward the kitchen which is used by many of them throughout their time at Isaiah.

The Kleinrock Schuler Center for Innovation also speaks to many of our donors who like to give directed gifts rather than just blanket annual giving. The Center will allow us to build on some of the positive lessons we learned during COVID, like using technology to reach more members, which has the potential to speak to some of our more tech savvy members, younger members, and older members who enjoyed the ease of joining a group from the comfort of their homes.

To close, recognition and consistent gratitude are key components to supporting a robust development strategy. All financial support to Isaiah – membership dues, tuitions, gifts and other related contributions need to be treated as such. We need to create a tracking system which ensures this occurs on a timely basis.