You want to focus on major gifts, now what?!
Learning Outcomes

1. Define what a major gift is for your organization

2. Understand the activities you can employ to build stronger relationships with major donors

3. Leave with a solicitation strategy for three major donor prospects
First...

Define what a major gift is for your organization
• Look at last 5 years
• Sort by lifetime giving
• Sort by largest gift
What is a major gift?

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<tr>
<th>$ Level</th>
<th># Donors</th>
<th>Subtotal</th>
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<tbody>
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<table>
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<td>Average</td>
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</table>
Exercise #1: Who?

Take 5 minutes to list 3 prospects to start your major gifts portfolio.

Share.
Second...

WHY?
What are the needs of your community?
What is your story?
Exercise #2: Your WHY?

Take a few minutes to list out the needs of your community?

What is your organization’s why?

Donors need something to give TO.

Share.
Define Your “Moves”

Engage staff (including program staff) and board in this conversation. What actions and activities could draw a donor closer?

Examples:
Site visit, newsletter sent with a personal note, handwritten thank you card, sending the donor a photo of themselves at your event etc.
Philanthropy Cycle

- Stewardship (30%)
- Solicitation (10%)
- Cultivation (60%)
Exercise #3: Your Moves

Take 5 minutes to list out all the moves your organization has to offer.

Share.
Examples of Cultivation and Stewardship Activities

- Board Member Call
- Mail Annual Report
- Cultivation Events
- Lunch with ED
- Invite to annual events
- Volunteer
- Birthday Card
- Newsletters
Exercise #4: Connect donors (3) to moves

Define who will do the next move for each of your 3 donors.

In your database (or excel):

- List your major donor prospects
- Identify a meaningful next move (or two) for each person/couple
- Clarify who will make this move
- Establish relationship “leads” – someone who will make moves with this person/couple over time. ED or DD can’t carry all of this.
What do you really NEED?

1. Name
2. The Why (Story)
3. First Step
4. Questions
5. Research
6. Next Step