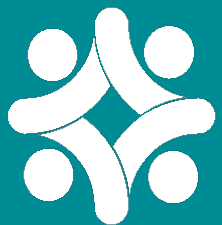


MAJOR GIFT FUNDRAISING: 101

Jerry W. Askew, Ph.D.



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Why Major Gifts?

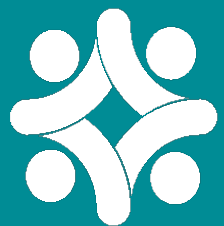
- **Largest transfer of wealth in history**
- **Women will play key role**
- **Benefits to the donor**
- **Traditional sources of income are inadequate**

But most importantly....



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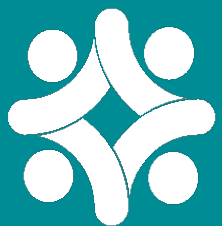
**More and more money is coming from
less and less donors!**



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Keys to Success:

- **Long term commitment from BOARD**
- **Adherence to MISSION**
- **Commitment to meeting DONOR needs**
- **Focus on RELATIONSHIPS**



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Why do people give major gifts?

People give major gifts to meet THEIR needs, not ours.

- **Repay obligation**
- **Perpetuate their ideals and values**
- **Feel a part of something important**
- **Gain acceptance and recognition**
- **Avoid taxes**

But mostly because...



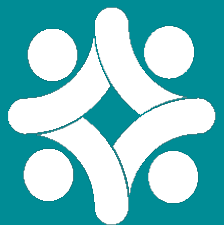
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THEY ARE ASKED!

What are the pre-requisites for a major gift?

Major gift donors support organizations that:

- Make a difference**
- Can articulate clear plans and objectives**
- Have a track record of delivering**
- Manage current resources well**
- Have competent leadership**



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Why might prospects decide not to give?

- **Mismatch of interests**
- **Inadequate cultivation**
- **Request is too general**
- **Request is unrealistic: too much/too little**
- **Wrong person made the ask**
- **Failure to include spouse**

But the most important reason is.....

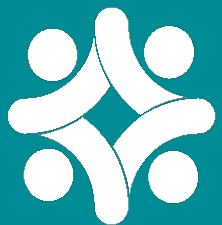


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**REQUEST IS FUNDRAISER DRIVEN
RATHER THAN DONOR DRIVEN!**

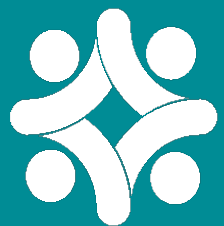
The key to success: follow the process!

- **The 5 “I’s” and an “S”**



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- **Identification**
- **Investigation**
- **Information Sharing**
- **Involvement**
- **Investment**
- **Stewardship**



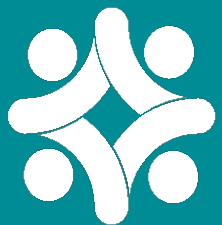
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IDENTIFICATION

Characteristics of Major Gift Donors:

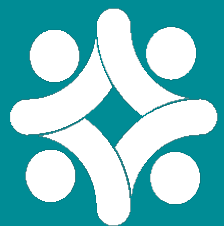
- **Discretionary income**
- **Over 55**
- **Less children**
- **Prior donors to any organization**
- **Board members or other volunteers**
- **Relationship with staff or volunteers**
- **Have been touched by your organization**

But the most important characteristic....



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**THEY ARE PREVIOUS DONORS TO
YOUR ORGANIZATION!**



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INVESTIGATION

What are we trying to find out?

- **Basic demographics**
- **Capacity to give**
- **Personal and professional interests**
- **Natural partners**
- **Professional advisors**



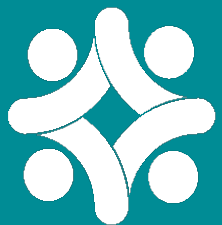
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INFORMATION SHARING

How and what do we share?

- **Personal visits**
- **Data about our organization – HOLES WE ARE DRILLING**

REMEMBER, IT'S ALL ABOUT THE DONOR!

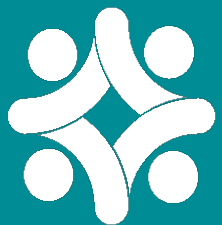


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INVOLVEMENT

How do we get people involved?

- **On-site visits**
- **Special events**
- **Membership on committees and board**
- **Service as volunteer**
- **Use your imagination!**

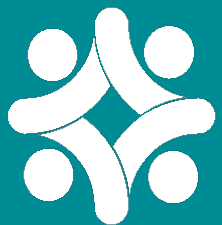


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INVESTMENT

Before you make the “ask,” you should be clear about:

- **What you are asking them to support: the projects/programs for which we are raising money – HOLES WE WILL DRILL WITH THEIR MONEY!**
- **How much will you ask for?**
- **Who is the best person to make the ask?**



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STEWARDSHIP



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Donors should be thanked at least seven times!

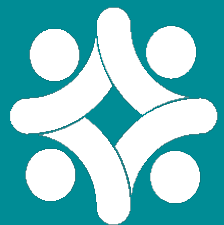
- On the spot
- Letters
- Personal phones calls
- Gift club recognition
- Recognition in publications
- Recognition at events

And....



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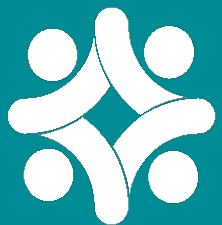
**Regular reports on outcomes
achieved — focus on lives saved and
lives changes!**



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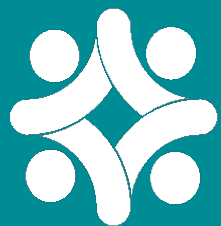
Getting Started:

- Take out your cell phones
- Identify 25 “suspects” and begin the process.
Remember: *The best donors are former donors!*
- Begin visiting professional advisors
- Examine board composition
- Consider fundraising software



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Major gift fundraising is the highest and best use of your time to ensure the future of your organization!



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Questions?