

A high-angle, top-down photograph of four diverse professionals (two men and two women) sitting around a light-colored wooden conference table. They are engaged in a collaborative meeting. On the table are two laptops, a tablet, several documents with charts and graphs, two coffee cups, and various office supplies like pens and a pen holder. The woman on the left is pointing at a laptop screen. The woman in the center is holding a pen and looking at a document. The woman on the right is looking at a tablet. The man on the far right is looking towards the center. The background features a wall with a hexagonal pattern and a small potted plant on a ledge.

BUILDING A DONOR-CENTRIC MAJOR GIVING PROGRAM

AGENDA

| WHY MAJOR GIFTS?

| STEPS IN MAJOR GIFT FUNDRAISING

| BUILD A CULTURE OF PHILANTHROPY

WHY MAJOR GIFTS?

BEST STRATEGY

Investing in individual major gifts is the best strategy for long-term fundraising success

REDUCES VOLATILITY

Reduces volatility and reliance on events or transactional revenue

ORGANIZATIONAL STABILITY

Provides organizational stability and predictability

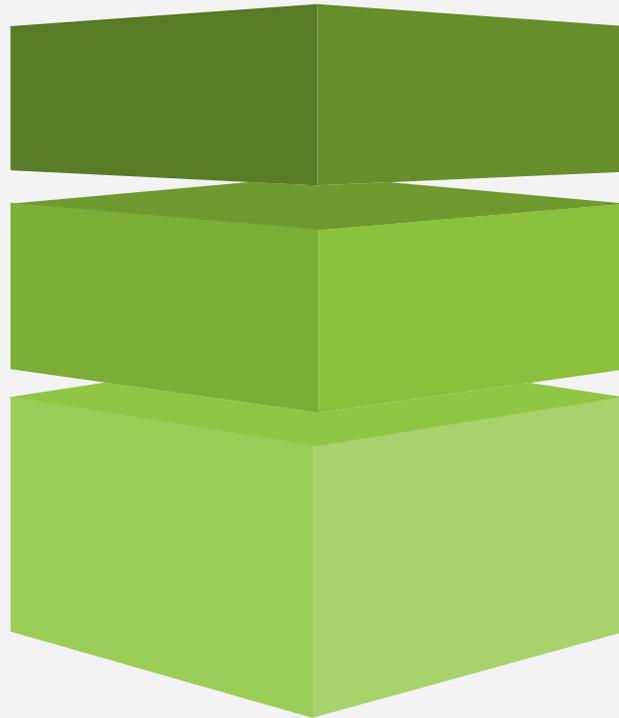
MAJOR GIFT FUNDAMENTALS

CORE PHILOSOPHY & PRINCIPLES

- Major Gift Fundamentals •
- Specific philosophy & approach •
- Not about selling •

PIPELINE DEVELOPMENT & SUSTAINABILITY

Constant new prospecting to maintain pipeline



RELATIONSHIP-DRIVEN STRATEGY

- Relationship more important than the ask
- Build trust over time
- High intention — low pressure
- Long-view cultivation (may take years)



PRINCIPAL ELEMENTS OF A MAJOR GIFT PROGRAM



ASSIGN ROLES AND RESPONSIBILITIES

Everyone plays a part



IDENTIFY AND QUALIFY DONORS/PROSPECTS

Ensure relationship manager for top donors



STRATEGIZE AND CULTIVATE

Weekly or bi-monthly moves management sessions

MAJOR GIFT FUNDRAISING CYCLE



The major gift fundraising cycle is a continuous process that builds and strengthens donor relationships over time.



QUALIFICATION

Difference between prospect and suspect

A QUALIFIED PROSPECT



DEMONSTRATED WEALTH CAPACITY



GIVING HISTORY



INTEREST IN MISSION



CAN BE CULTIVATED (EVEN LONG-TERM)

PROSPECTING



**RESEARCH AND
NETWORKING**



**RATE PROSPECTS AND
ASSIGN GOALS**



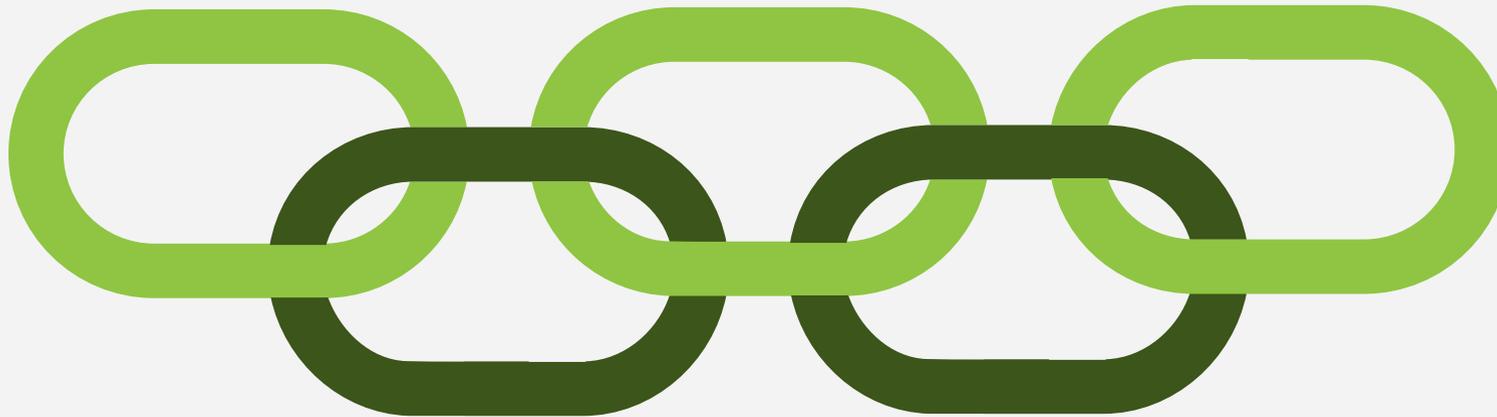
**CREATE TOP 20-25
DONOR/PROSPECT LIST**

CREATE CULTIVATION PLANS

**ESTABLISH
METRICS**

DISCOVERY VISITS

ENTER DONOR INFO



**MOVES
MANAGEMENT**

**APPRECIATIVE
INQUIRY**

A woman with dark hair and glasses is seen from the back, looking towards a presentation screen. The screen displays a list of points under the heading 'THE ASK'. The background is a blurred office setting with another person visible.

SOLICITATION

THE ASK

ASSESS READINESS

FOCUS ON CLARITY OF IMPACT OVER AMOUNT

AVOID PERSUASION OR REFERENCING BUDGETS

EXAMPLE ASK FRAMING

FOCUS

PRIORITIZE TOP PROSPECTS DAILY

BRING ENERGY TO INTERACTIONS

ENGAGE LEADERSHIP/BOARD IN MOVES



STRUCTURE FOR MAJOR GIFT SUCCESS

EFFECTIVE DONOR MANAGEMENT SYSTEM



TEAM

Assemble the core group for the project initiative.

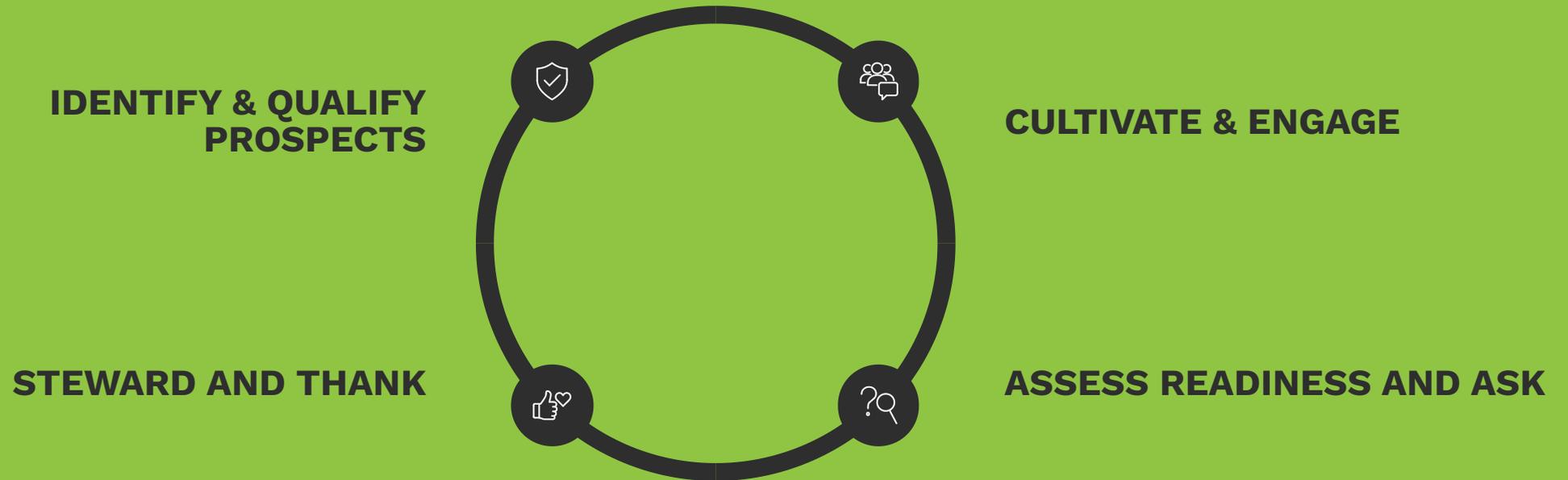
STRATEGY SESSIONS

Collaborate to define goals and strategic approaches.

PLAN / REVISE

Develop and refine the detailed action plan.

IN A NUTSHELL



A SUSPECT



BE CAREFUL OF TIME INVESTED



**UNSURE OF
INTEREST/GIVING
CAPACITY**



**NO STRONG
TIES/CONNECTION TO
ORGANIZATION**

A group of diverse people, including men and women of various ethnicities, are gathered in a social setting. They are smiling and holding white coffee cups, suggesting a friendly and collaborative atmosphere. The background is slightly blurred, focusing attention on the individuals in the foreground.

CULTURE & TEAM **TEAM ENDEAVOR**

Not a stand-alone fundraising function

CULTURE OF PHILANTHROPY



**FUNDRAISING SUPPORTS
MISSION DELIVERY**



**LEADERSHIP MODELS
CULTURE**



**DONOR RELATIONSHIPS
ESSENTIAL**



**ORGANIZATION-WIDE
RESPONSIBILITY**



**SHARED ROLES INCLUDING
BOARD/VOLUNTEERS**



**ALIGNMENT ON DONOR
STRATEGY**

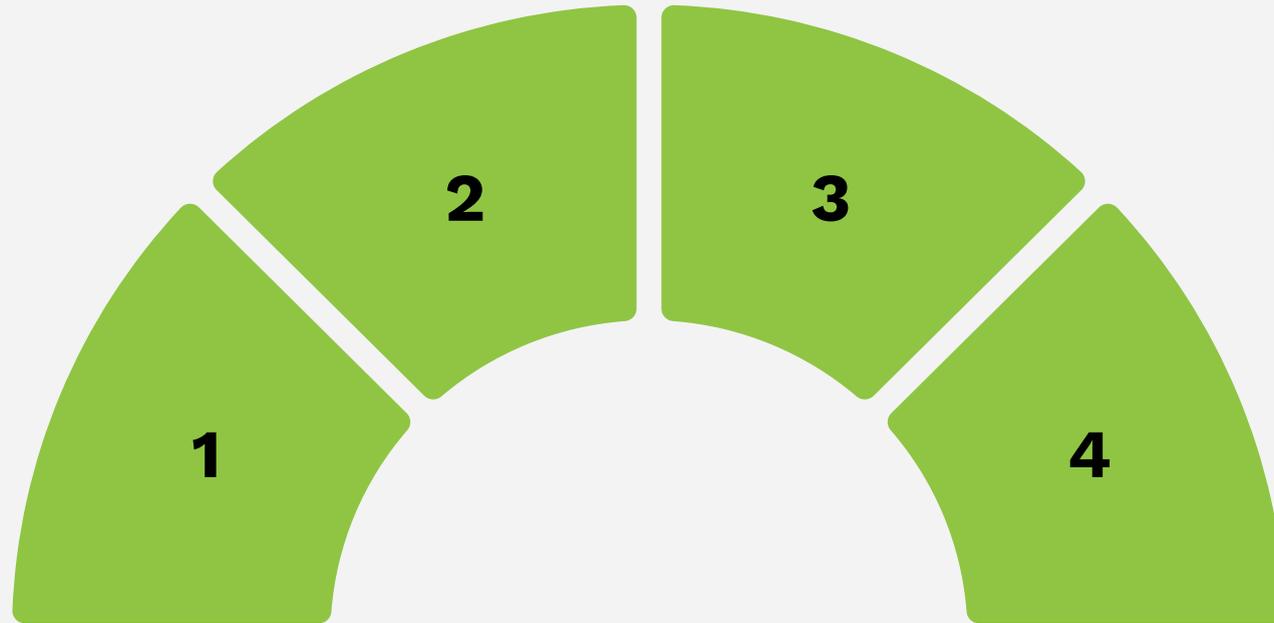
THANK YOU VISIT

**EXPRESS
GRATITUDE AND
SHARE IMPACT**

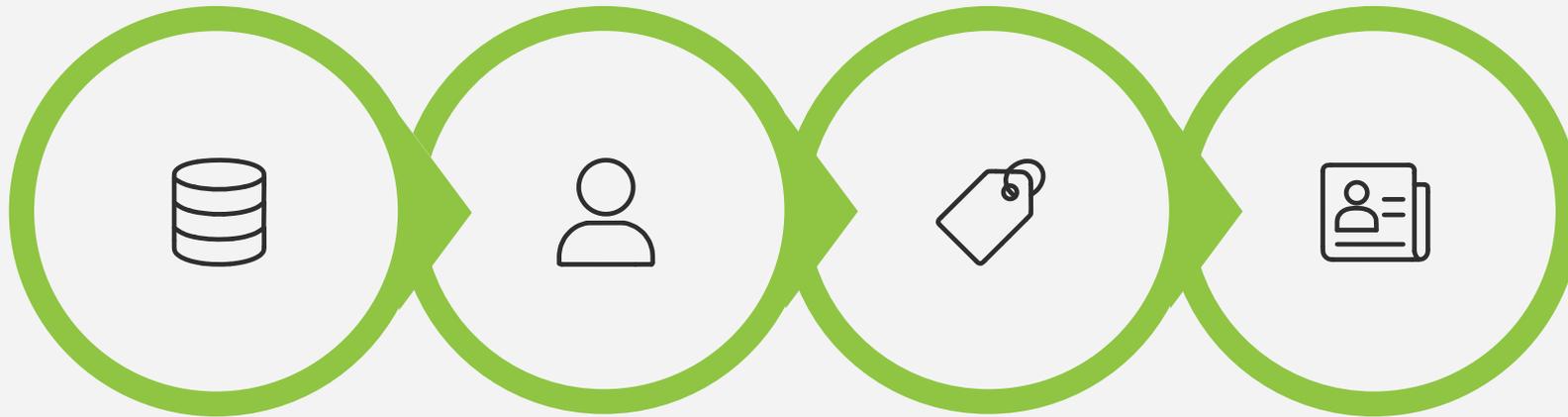
**SHARE PROGRAM
PROGRESS AND
OUTCOMES**

**ASK DONOR
MOTIVATIONS**

**ACKNOWLEDGE
REPEATED GIFTS**



DONOR MANAGEMENT



**UPDATE
RECORDS**

**ASSIGN
SOLICITOR**

**ADD SOURCE
CODES**

**DRAFT
CONTACT
REPORT**

Q&A

CONTACT INFORMATION



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