Identifying, Cultivating and Soliciting Major Donors

There’s no doubt about it. The future of your institution will in large measure rest upon your success in developing a strong network of high-capacity donors who love and give to your institution. This workshop is specifically designed to help you serve well and effectively as a major donor relationship-builder . . . and be successful in securing their financial support for your institution.

Mini Workshop | Thursday, February 9

8:30 – 9:30 Session 1 — Researching & Romancing Donors
• Developing a culture of philanthropy
• Using Wealth Engine to identify hidden donors
• Challenging board members to network
• Point-of-entry cultivation events
• Moving suspects to prospects to donors

9:30 – 10:00 Q & A Discussion

10:00 – 10:30 Refreshment Break

10:30 – 11:30 Session 2 — Ask, Don’t Hint
• Living in a mobile world
• Recruiting your solicitation team
• Creating a solicitation tool
• Setting the appointment
• Rating donors and asking for specific amounts
• Expressing genuine thanks

11:30 – 12:00 Q & A Discussion & Wrap-up