



Growing Leaders
for

Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

Identifying, Cultivating and Soliciting Major Donors

Presenter
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Founder & President, The Timothy Group

WORKSHOP OVERVIEW

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