You want to raise more money and have deeper relationships with your donors. Let us be your guide. We know these mountains.

- Learn how to provide a fabulous giving experience
- Use strategic questions to listen and close more significant gifts
- Learn at your own pace and on your own schedule
- Watch or listen from any device
Major Gifts Startup Program

Attracting, Re-engaging, and Elevating Your Donors
Philosophy

MGF started from a desire to help non-profits, no matter their size, do exemplary fundraising.

We work closely with our clients, acting as a mountain guide. We know these mountains and know how to get through them.

MajorGiftsFundraiser.com
Stewardship Basics

What is minimum acceptable?

Email me at clark@majorgiftsfundraiser.com for a copy of the Stewardship Basics Scorecard
“Over the past ten years, in order to achieve the growth, development, and scale necessary, we had to make a series of decisions that, in retrospect, have led to a watering down of the Starbucks experience…”

- Howard Schultz, founder, Starbucks
Why are we here? To provide an **uplifting experience** that **enriches** people’s daily lives?

How do we do it? In **legendary ways**, **BIG** and **small**.
Organizational funding

For years the numbers were the same. In most organizations, 80% of the money comes from 20% of the people. More recently, it has become the rule of 90/10. 90% of the money comes from 10% of the donors.
Don't leave Major Gifts unrealized

Donors don't make major gifts without real relationships with the organization and its key staff members. We help make sure that those relationships are on track, authentic, and ultimately profitable for your organization.
Major Gifts Startup

01 Define Messaging & Telling Your Story

02 Interview your biggest donors and fans

03 Mini-Campaign: raise money & test messaging

04 Use messaging to attract new donors and raise money
Outcomes

1. More donors
2. Upgrade existing donors
3. Better messaging for all channels
4. Raise money
5. Diversify revenue streams
6. Clear path forward with Major Gifts Program
Timeline

Part 1
Messaging and Storytelling
Figure out how best to tell your story. What message resonates with your supporters? We help drill down and figure out what works.

Part 2
Interviews with top donors and fans
We will help you conduct interviews with your biggest fans and best donors. They will tell us what they love about the org, and why they support it.

Part 3
Mini-Campaign
Identify an immediate need, set a goal, and test our new messaging with a small campaign. Usually raising between 10k-50k
They (Clark and Monica) are great people and their program helped get us set up and ready to go. They helped us set up our stewardship and run a kickoff campaign for that stewardship.

We still use all of the tools they prepared us with. The tools they use helped streamline our onboarding process and helped make our donors feel thanked personally. We saw an immediate return on the investment with the campaign, and continue to see folks giving regularly.

It was a great use of our funds. I would do it again and again if need be.

Mark Landis-Founder and Director of
Creative Grounds Fine Arts Academy
Your goal

Joy
Meet Cliff
It's all about the relationship

Donors can't really know if what you are saying is true, so they will make their judgement based on the relationship.
“When people talk, listen completely. Most people never listen.”

- Ernest Hemingway
Leveling-up as a fundraiser

1. No Meetings
2. Tea & Cookies
3. Asking Strategic Questions
4. Askers
5. Closers
6. Peak Performers-Trusted Advisors
What is a Major Gift?

- 10-25X the annual gift
- Infrequently asked for
- Involves both partners

It’s transformational not transactional
Do

1. Sell the dream.

2. Be patient.

3. Benefits > Features

4. Visceral > Rational
Don’t

1. Sell need.
2. Sell tax advantages
3. Play to guilt
4. Depend on materials
What Else?
Email us for free resources

Clark@MajorGiftsFundraiser.com
Monica@MajorGiftsFundraiser.com
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