

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



Comprehensive. Self-Paced. Virtual Fundraising Training



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.



Stewardship Basics

What is minimum acceptable?

**Email me at
clark@majorgiftsfundraiser.com
for a copy of the Stewardship
Basics Scorecard**

Excel at the basics



“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**.

THE GREEN APRON BOOK



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





“

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.

3 Benefits > Features

2 Be patient.

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

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Monica@MajorGiftsFundraiser.com

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