1. TECHNIQUE-DRIVEN

Events, golf tournaments, online, direct mail, phone, etc.

a) Highlighting academics, faculty, athletics, campus & accomplishments
b) Difficult to stand out in a crowded Christian college market & giving is "transactional"
c) Possible obstacles due to donor skepticism, uncertain credibility or limited visibility
d) The focus is institution-driven to "sell" your school like a commodity

It's all about you & what you want FROM the donor!

2. Donor-Driven

Permission-based, individualized

a) Helping a donor reach their philanthropic goals, practice their Christian values, or continue their family tradition by investing in your school
b) Earning the right to ask for a gift by developing the donor's passion for your school
c) Transforms giving from a "one & done" sales transaction to a lifetime donor investor
d) Emphasis is on building donor confidence in the value & impact of your school

It's all about them & what you want FOR the donor!
Five Steps to a Donor-Driven, Major Gift

1. Case for Support
2. Prospect Identification
3. Awareness Event
4. Prospect Cultivation
5. Donor Solicitation

1. Case for Support = Grand Vision + Sound Plan

Provide a clear, compelling reason why I should invest in your school’s mission, the Case should include...

- An emotional appeal & student stories to grab the reader’s attention
- Overview of the school’s history, leadership & mission
- Describes the challenge your school wants to overcome
- Details how fundraising allows you to address the challenge
- Explains the benefits once the challenge is overcome
- Summarizes the fundraising campaign goal & timeline
- Concludes with a call to action on how a donor can help
Charitable giving in the U.S. reached $484.85 Billion in 2022, its highest level in history despite the pandemic!

Charitable giving in Florida also reached a record level in 2022 of $11.2 Billion!

3. Awareness Events

a) Creatively-themed, personalized invitation
b) Supplement the Board with a Campaign Cabinet
c) Engage a high-profile Host Committee
d) Provide light complimentary food & beverage
e) Use a Table Sponsor Model & Board support
f) Engaging, inspiring & memorable program
g) Students, parents & faculty run the event
h) Friend-raiser... NOT FUNDRAISER
4. PROSPECT CULTIVATION

Examples of cultivation activities following the Event:

a) Thank you letter & follow-up call by the Board, Table Sponsors
b) Tour your campus
c) Attend a class
d) Hear a guest lecturer
e) Watch a sporting event
f) Attend worship service
g) Have lunch with a group of faculty or students
h) Invite to a graduation ceremony
i) Attend a Board meeting
j) ??

5. Donor Solicitation

If you've done it right… the ASK is the easy part

a) Meet in person & in private when the donor asks
b) Provide investment & naming opportunities
c) Present an individualized, three-part donor prospectus
d) Underscore your role as a problem-solver
e) Execute their pledge commitment
f) Build in ongoing nurturing & engagement

Donor-Driven Fundraising WITHOUT Development Staff - Review