

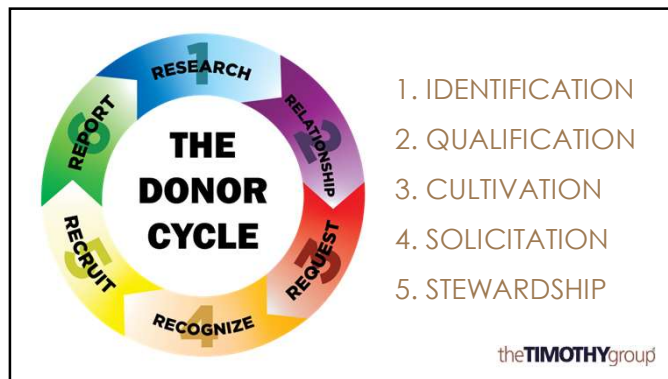


Managing Your Major Donors for Major Results

Ron Haas
Vice President

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IDENTIFICATION

- Segment your donor list.
- Identify your Top 50 – 100 donors.
- Utilize the Top 10 – Next 20 method.
- Conduct a wealth asset screen.

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IDENTIFICATION

Don't overlook this donor!



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IDENTIFICATION

Donor Name	Estimated Net Worth
Kristen Preston	\$17,900,000
Shirley Sanford	\$17,200,000
Mike Holmes	\$14,100,000
Tim Hoffman	\$13,000,000
Jaime Johns	\$10,300,000
Christina Fowler	\$10,300,000
Gwendolyn Holden	\$10,200,000
Michele Ewing	\$8,700,000
Garrett Phillips	\$6,500,000
Kristin Peck	\$6,300,000
Troy Harris	\$5,800,000
Dale Holmes	\$3,900,000

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QUALIFICATION



HIDDEN GEMS
These prospects have capacity and are already giving to other nonprofits.



DISTINGUISHED PHILANTHROPISTS
Major gift donors that donate to your cause but may have additional capacity.



NOT NOW PROSPECTS
Individuals that do not appear to be philanthropic with any nonprofits.



YOUR CHAMPIONS
They donate to your cause but are not on the radar of other nonprofits.

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QUALIFICATION

- Who do you know?
- Consider their Link – Interest – Ability.
- Look for stewardship focus, heart for ministry, appreciation for the work you do, and relationship openness.

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CULTIVATION

- Cultivating donor relationships is key.
- The donor relationship is a marriage between your mission and their values.
- Know your donors (store contacts, birthdays, kids' names, pets, interests, etc.)

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SOLICITATION

- Who? The right prospect.
- What? The right project. The right gift amount.
- When? The right time.
- Where? The right place. The kitchen table.
- Why? The right person.

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SOLICITATION

"I do not like to have anyone tell me what it is my duty to give. But I do like a person to say to me, 'We are trying to raise \$4,000,000, and are hoping you may be desirous of giving ____ dollars.'"

John D. Rockefeller

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SOLICITATION

"Based upon your understanding and appreciation for our ministry, would you prayerfully consider a gift of \$1,000,000?"

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STEWARDSHIP

Thank you!

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STEWARDSHIP

- How is the gift being used?
- What is the eternal impact?
- Share stories of how their gift is making a difference.
- Share answered prayer.



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13 Fundraising Lessons from Paul & Philemon

1. RELATIONSHIP



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¹ Paul, a prisoner of Christ Jesus, and Timothy our brother,

To Philemon our dear friend and fellow worker—
² also to Apphia our sister and Archippus our fellow soldier—and to the church that meets in your home:

³ Grace and peace to you from God our Father and the Lord Jesus Christ.

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2. THANKS



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⁴ I always thank my God as I remember you in my prayers,⁵ because I hear about your love for all his for all his holy people and your faith in the Lord Jesus.

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3. PRAYER



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4. PARTNERSHIP



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⁶ I pray that your partnership with us in the faith may be effective in deepening your understanding of every good thing we share for the sake of Christ.

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5. BECAUSE OF YOU



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⁷ Your love has given me great joy and encouragement, because you, brother, have refreshed the hearts of the Lord's people

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Because of You...

- Your compassion and unselfish giving will make an eternal difference...
- Because of your gift...
- Your gifts are making a lasting difference.
- You can transform...

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Because of You...

- Your love rescues...
- Your help makes their future bright.
- Your support has led to remarkable milestones.
- Your unwavering commitment to our mission...

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Because of You...

- God used you to provide hope for hungry children and families.
- Your generosity showed many people they matter to God.
- You play an integral role through your prayers and generosity.

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6. REFRESH



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⁷ Your love has given me great joy and encouragement, because you, brother, have refreshed the hearts of the Lord's people

²⁰ I do wish, brother, that I may have some benefit from you in the Lord; refresh my heart in Christ.

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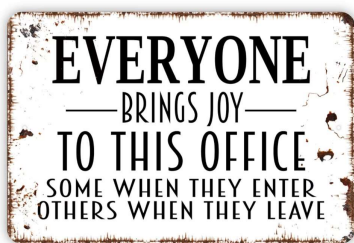
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May those who fear you rejoice when they see me, for I have put my hope in your word. (Psalm 119:74)

And they praised God because of me. (Galatians 1:24)

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7. PERSONAL APPEAL



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⁸ Therefore, although in Christ I could be bold and order you to do what you ought to do, ⁹ yet I prefer to appeal to you on the basis of love. It is as none other than Paul—an old man and now also a prisoner of Christ Jesus—

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¹⁰ that I appeal to you for my son Onesimus, who became my son while I was in chains. ¹¹ Formerly he was useless to you, but now he has become useful both to you and to me.

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8. VOLUNTARY



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¹² I am sending him—who is my very heart—back to you. ¹³ I would have liked to keep him with me so that he could take your place in helping me while I am in chains for the gospel.

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¹⁴ But I did not want to do anything without your consent, so that any favor you do would not seem forced but would be voluntary.

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Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. (2 Corinthians 9:7)

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9. COMPELLING STORY



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¹⁵ Perhaps the reason he was separated from you for a little while was that you might have him back forever— ¹⁶ no longer as a slave, but better than a slave, as a dear brother. He is very dear to me but even dearer to you, both as a fellow man and as a brother in the Lord.

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10. MORE THAN YOU ASK



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¹⁷ So if you consider me a partner, welcome him as you would welcome me. ¹⁸ If he has done you any wrong or owes you anything, charge it to me. ¹⁹ I, Paul, am writing this with my own hand. I will pay it back—not to mention that you owe me your very self. ²⁰ I do wish, brother, that I may have some benefit from you in the Lord; refresh my heart in Christ. ²¹ Confident of your obedience, I write to you, knowing that you will do even more than I ask.

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"You may have it in mind to give more; if so, we shall be glad. On the other hand, you may feel you cannot give as much, in view of other responsibilities. If that is the case, we shall understand. Whatever you give after thinking the matter over carefully in the light of the need, your other obligations, and your desire to do your full share as a citizen, will be gratefully received and deeply appreciated."

John D. Rockefeller

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11. URGENCY



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²² And one thing more: Prepare a guest room for me, because I hope to be restored to you in answer to your prayers.

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12. TEAM APPROACH



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²³ Epaphras, my fellow prisoner in Christ Jesus, sends you greetings. ²⁴ And so do Mark, Aristarchus, Demas and Luke, my fellow workers.

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13. FACE TO FACE



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I have much to write to you, but I do not want to use paper and ink. Instead, I hope to visit you and talk with you face to face, so that our joy may be complete. (2 John 12)

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