

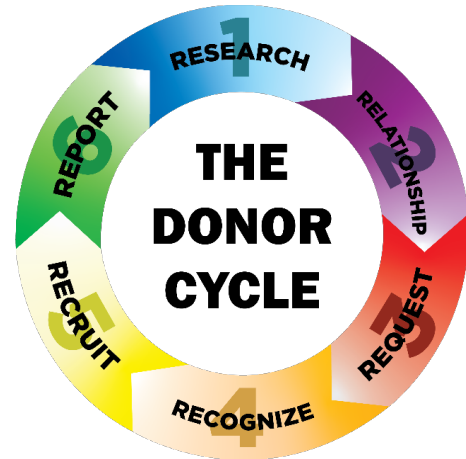
2025 ABHE Annual Meeting

Essential Secrets of a Successful Capital Campaign

Pat McLaughlin, Founder

Ron Haas, CEO

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This workshop excerpt shares six principles for strengthening your mega/major donor fundraising efforts.

1. **Research:** Start with existing relationships. Your biggest gifts likely come from long-term donors. Screen your donor database and work with your board to identify potential Christian business leaders and connections who might support your cause.
2. **Relationships:** Take time to nurture donor connections. For major gifts, consistent cultivation is essential. Understand what information donors need and how to connect them with your mission. Consider which team members should engage with each prospect.
3. **Request:** Be specific in your asks, aligned with donors' interests and capacity. Share compelling impact stories and demonstrate how your mission matches their values. Let your passion for the cause shine through.
4. **Recognize:** Thank donors promptly and appropriately. Send handwritten notes within 24 hours, regardless of outcome. For commitments, provide formal confirmation. Success comes from the right person making the right ask in the right way.
5. **Recruit:** Leverage existing donors to expand your network. Peer-to-peer asks are most effective. Encourage supporters to become champions and hosts for donor gatherings.
6. **Report:** Maintain regular contact through multiple channels. Aim for seven meaningful touches annually through visits, tours, updates, newsletters, calls, and reports. Never let successful solicitation lead to silence.

Successful donor development relies on these six steps: Research prospects, build Relationships, make targeted Requests, Recognize giving, Recruit supporters for peer outreach, and Report regularly to maintain engagement and support. Your fundraising success depends on implementing these steps systematically—start today by reviewing your donor database and mapping out your cultivation strategy.

Follow this link for other resources shared during the workshop:

