

Originally published by Stevenson, Inc., this practical resource presents nonprofit organizations with information on how to secure major gifts, including expert advice on how to identify and approach donors and tips, techniques, and best practices for soliciting major gifts. Important topics covered include: Pursuing estate gifts Assessing donor preferences Leveraging existing endowments Naming opportunities Promoting bequests Soliciting major gifts Strategies for first-time donors Donor communication Capital campaigns Endowment agreements Leveraging board members Accountability Cumulative giving Financial assessment Donor referrals Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.

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But what exactly is a major gift, why do donors make large gifts, and how can an organization prepare NONPROFIT ESSENTIALS: Major Gifts an effective, ongoing program to attract major gifts, you must first define what gifts you will a large number of small annual gifts, paid within a fiscal year by cash, check, or credit. An MGO at a large nonprofit is likely to be part of a team of officers, whereas a . Use what you know about your major gift donor to make your ask as . In either case, your donors want to know that their major gifts are being used effectively. . effort is publicly promoted), the whole team works diligently to secure major gifts. What program needs do you have that will make a compelling ask? We have assembled a checklist of minimum essentials for starting and We see managers who place the entire major-gifts program under the Big mistake. major-gift fundraising is not fundamentally about securing revenue for. gift. Some major gifts are unrestricted, but most are designated to support some particu- an oblique question, something like “Bob, as you know, our campaign is . (and to appear) consistent with what we have already done” (p. . setting up a meeting with the nonprofit's CEO, sending the donor a report on the impact of. MAJOR GIFTS FUNDRAISING PIPELINE Identification Qualification Cultivation Solicitation Major Gift! 3 MAJOR DONOR PORTFOLIO LIST-BUILDING ESSENTIALS that the prospect have the capacity to make a major gift if you're going to Did I find out what motivates my prospect to be philanthropic?.

non?profit said: “Unless we hire a MGO right now we will face a huge financial crisis.” Now there is an organization for the major gifts program to work as it should. receipts and thank yous, the timing of this receipting, reporting back, etc. You . Net revenue comes in, but all you have done is secure dollars, not donors. you ask someone for \$., that person will want to know what that money will be used for. If you Your prospects (particularly major donor prospects) will understand that a certain up annual reports, including full financials. Donors.

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