



## **MAJOR GIFT FUNDRAISING IN THE SMALL SHOP**

### Introduction

- Major gift fundraising is the most cost effective way to raise money and is an important part of an organization's overall fundraising plan
- Major gift fundraising is all about building relationships – therefore it takes time and commitment on the part of board and staff
- In order to be successful, you need to make major gifts work a priority, realize its importance, be consistent in your communication with donors

### Steps to a successful major gifts program

#### Prioritize

- Make the most out of your time by setting clear priorities
- Prioritize your donor list by size of last gift, frequency and longevity of giving, and capacity
- Target donors at the top of your list and move down

#### Organize

- Set up a major donor calendar and stick to it
  - Membership mailings, major donor activities, outreach, events
  - Major donor activities: ¼ cultivation events, ¼ solicitation mailings, ¼ CEO updates
- Set up a donor tracking system

#### Set aside time

- One hour a day, one day a week, 2 days a week – what ever works for you

#### Set realistic goals

- How many hours per week can I devote to major gifts?
- How many donors can I contact in that amount of time?
- Contact: personal visit, phone call, email update, letter

Get others at the organization involved

- Board development committee
- Committed volunteers
- Other staff

Consider reassigning staff or hiring

- The long term goal should be to have a dedicated staff person committed to this work

### **CONNECT WITH YOUR DONORS!**

- To combat fear, prepare yourself for calls/visits.
- Prepare a script
- Conduct thorough research
- Feel confident about what you are going to say
- The more you call, the more confident you will feel