

Major Gifts in a Changing World Ready, Set, Ask

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#nahhhps





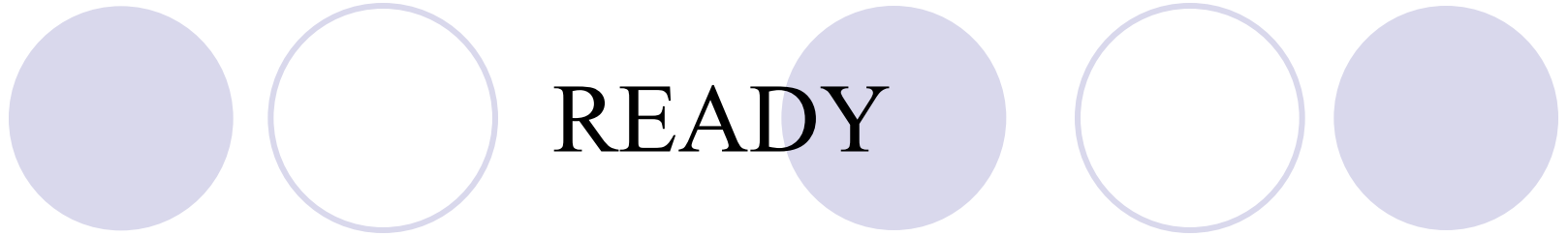
What is a Major Gift?

- Analyze your situation and create your own standard
 - Size of organization and fundraising goals
 - A portion of overall goal
 - Industry/community standard
 - Annual, capital, deferred
 - NOTE: Additional benefits beyond immediate dollars
 - Building long-term relationships



Asking for Gifts: The top three keys to success

- Preparation/READY
 - Identification and Research
 - Cultivatation
- Preparation/SET
 - Script
 - Casting
 - Rehearsal
- Preparation/ASK
 - Performance!



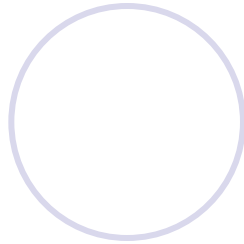
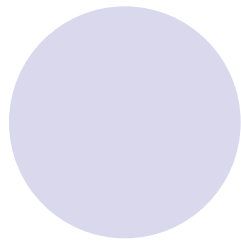
- Prospect Identification and Research
Identification

- The concentric circles of connectedness: Start with your best prospects
- Recency
- Longevity
- Those who support like-minded organizations
- Those who may have an interest in the subject area (magazine readers, professional lists)

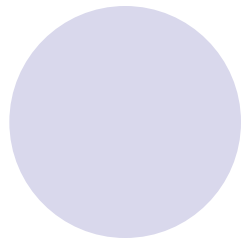
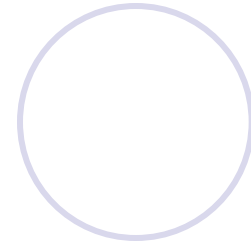
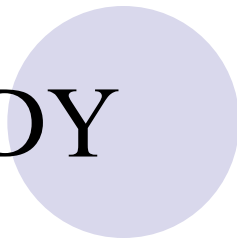


Identification and Research, cont'd

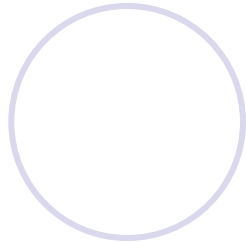
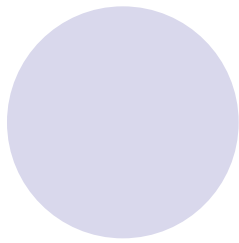
- Self disclosed
- Peer screenings
- Do-it-yourself research via the web
- Electronic screening
- Professionally prepared research profile



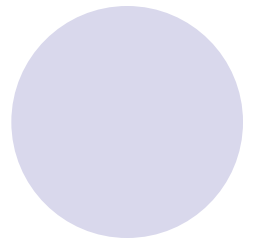
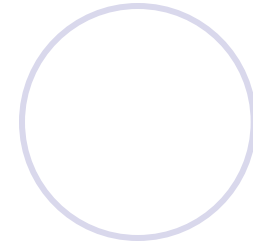
READY



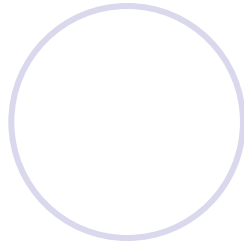
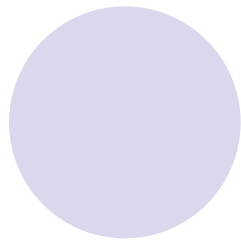
- Research Profiles Should Contain
 - Name, address, birth place and date
 - Family members
 - Educational achievement
 - Professional achievement
 - Board/community involvement
 - Other charitable/political organizations supported
 - Wealth analysis (property holding, stock ownership)



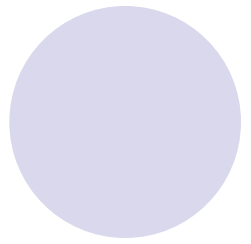
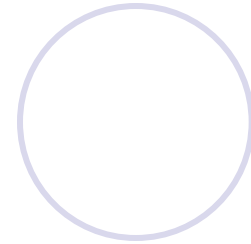
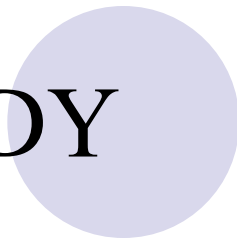
READY



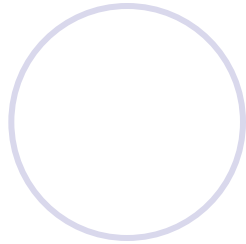
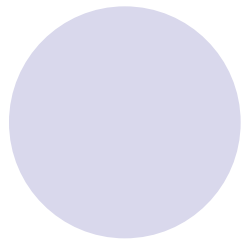
- Anecdotal information from Board members and volunteers
- Most importantly, the prospect's connection/experience with your organization (from your own database)



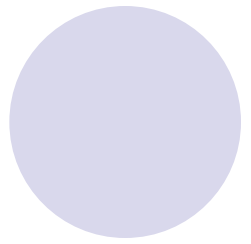
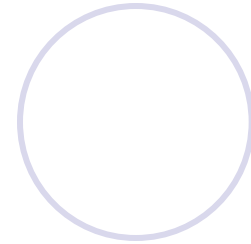
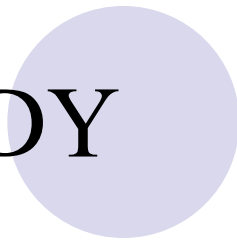
READY



- Ethical Issues Related to Information
 - What should we ask and not ask
 - Storing and sharing harmful information
 - Example of discretion backfiring
 - One test: The front page of the newspaper
 - Another test: What the prospect would be comfortable reading



READY



- Cultivation Issues

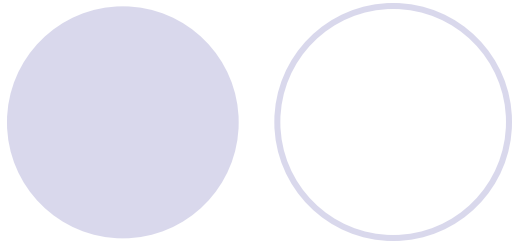
- Create cultivation strategy with each step moving the prospect toward a gift

- Activities

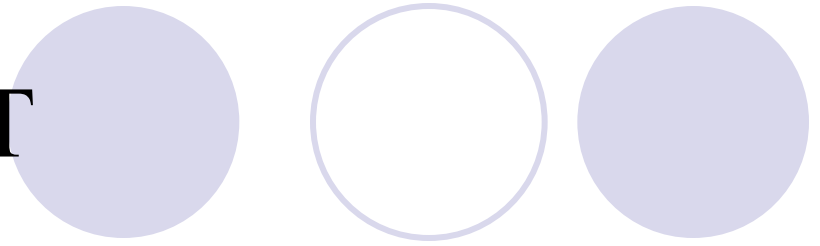
- Be creative

- How Long Does it Take?

- How do I know when the prospect is ready?



SET



- Who should ask?
 - Staff vs. Volunteer
 - The Dream Team
- Matching Volunteers to Prospects
 - Volunteer-assigned
 - The Board or Committee Chair
 - Staff-assigned
 - Self-assigned

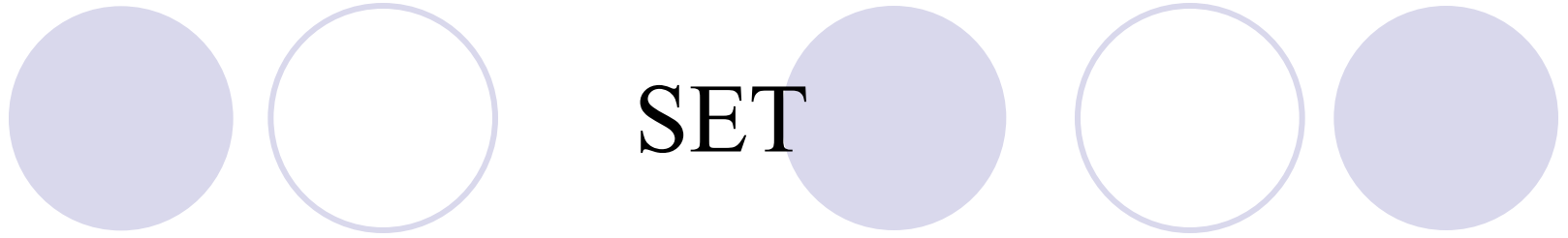


- Issues affecting solicitor assignments
 - Relationship to prospect
 - Peer of prospect
 - Qualifications of solicitor
 - Institutional knowledge
 - Commitment to the case
 - Passion for the cause
 - Vision of the impact of the gift/campaign
 - Intuition

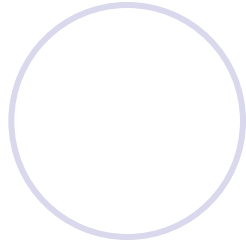
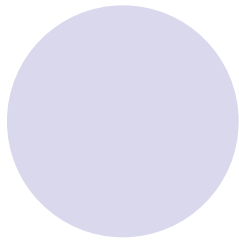


Training volunteer solicitors

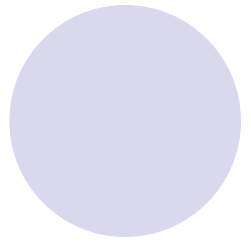
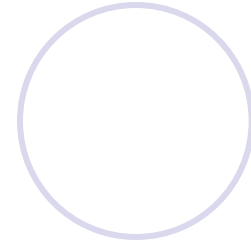
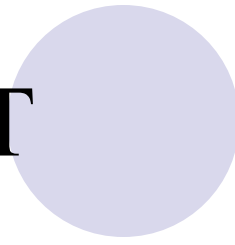
- Formal training session
- Fully inform the volunteer about the case
- Assign a staff liaison to support the volunteer
- Communicate job expectations to volunteers
 - Written job description and expectations
 - Know prospects
 - Start with best prospect
 - Builds confidence



- Cultivate and educate prospects
 - Is the prospect ready to be asked?
 - Encourage brainstorming cultivation activities
- Report Results



SET



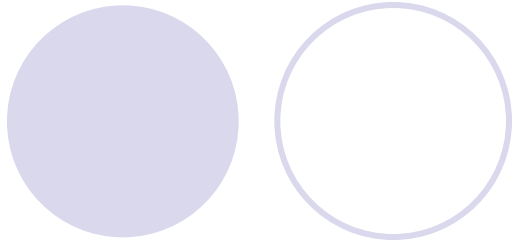
Training volunteers to be comfortable with face to face solicitation

- Call in person
- Approach your prospect thoughtfully
- A good asker is:
 - Sincere
 - Optimistic and enthusiastic
 - Tactful
 - Patient
 - Knowledgeable about the case
 - Makes his/her own gift first
 - Persistent

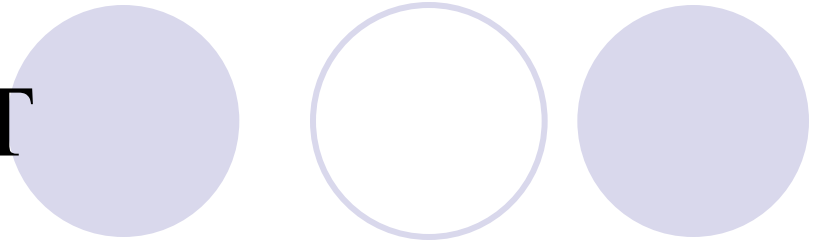


Training volunteers to be comfortable with face to face solicitation

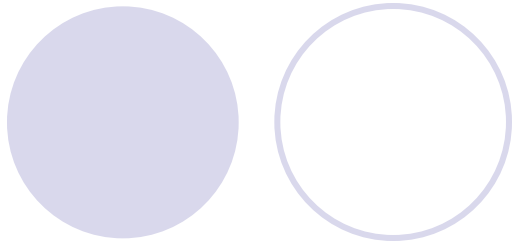
- **Listen** for clues about his/her particular interest
Offer opportunities to honor or commemorate themselves or a loved one
- Have all the appropriate materials with you when you make the ask
- Follow-up is as important as the visit
- Report



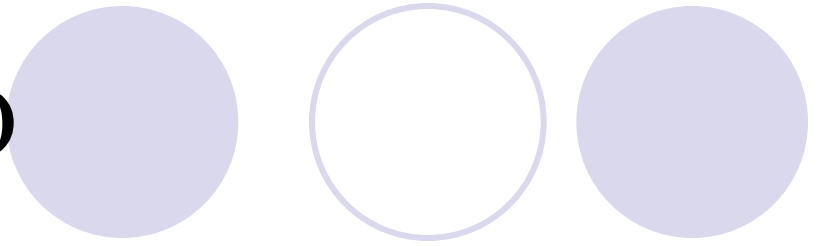
SET



- Be sure to rehearse each call
 - Builds confidence
 - Creates focus
 - Written briefings

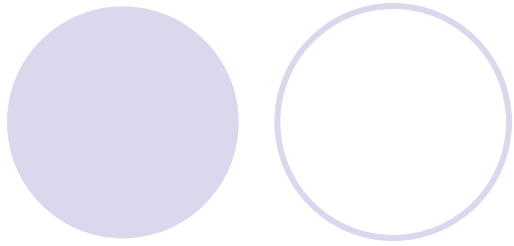


GO

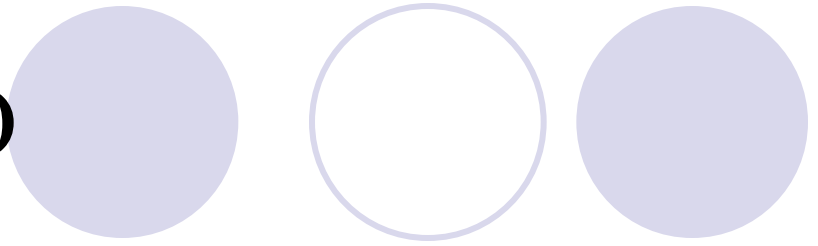


- Getting the Appointment

- A call from your most influential leader, staff or volunteer
- Always befriend the PA

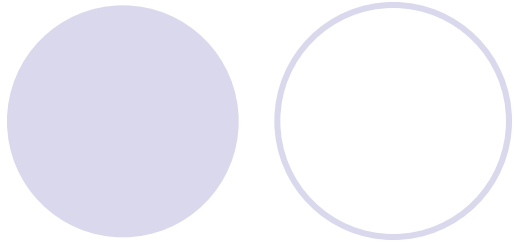


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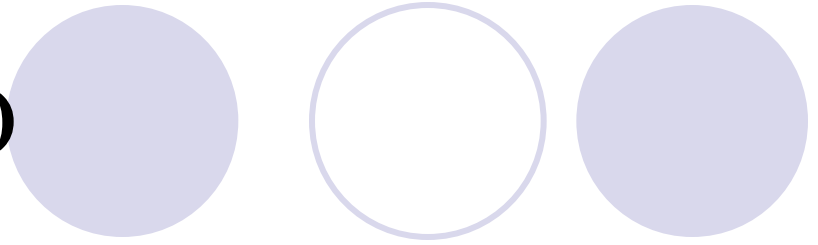


● Making the Call

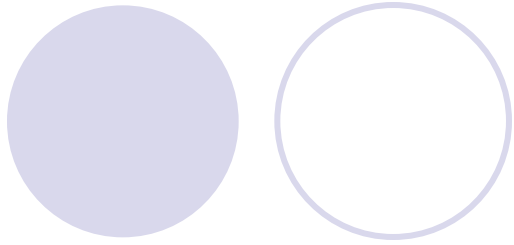
- What to wear
- When to arrive
- Small talk
- A small token gift from your organization
- Passion and precision
- Ask for the agreed upon specific amount
- Whoever speaks first loses



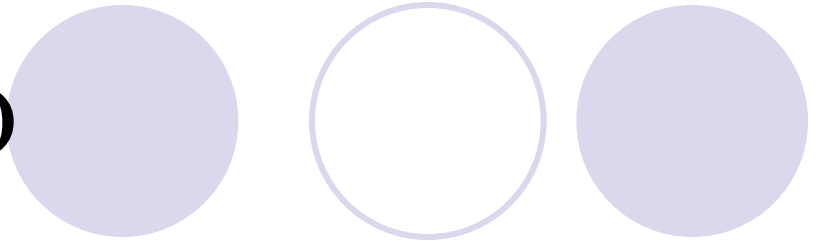
GO



- Don't take "no" as NO
 - Probe for and answer objections
 - Offer alternatives to
 - Timing of the gift
 - Amount
 - Cash vs. pledge
 - Cash vs. legacy
 - "Need to speak with spouse"
 - Schedule follow-up
- When it's really no



GO

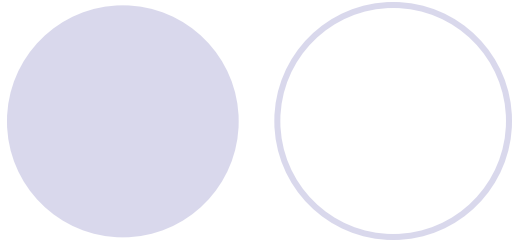


- After the Visit

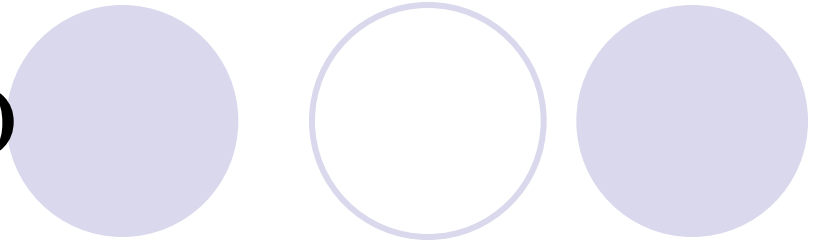
- Reporting and tracking systems

- Hold “report” sessions for volunteers

- Don’t underestimate the power of peer pressure



GO



● Follow up

○ Thank you letters

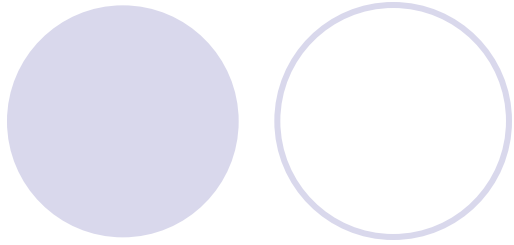
- Immediate thank you, no matter what the conclusion of the call
- Confirm next meeting
- Provide more information
- Invitations to events
- Thank you gifts
- Formal gift agreement



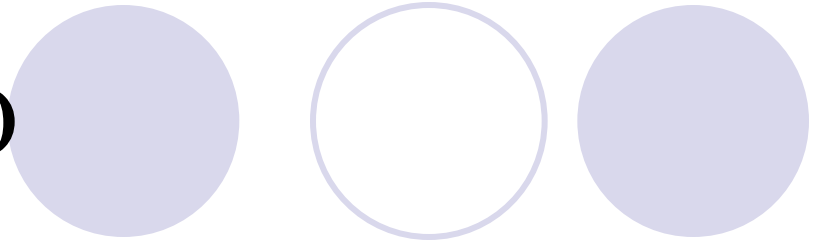
GO

Your Turn To Rehearse

1. Choose a partner. Everyone must practice!
2. Decide who will be the prospect and who will be the solicitor
3. Read the instructions
4. Select which Situation you will play
5. You have 6 minutes; Be ready to report
6. Reverse roles and repeat the rehearsal



GO



How Did You Do?



FINAL THOUGHTS

- Closing Gifts

- Staff or volunteers?

- Build urgency

- Fiscal deadlines (tax or fiscal year end)

- Naming deadlines

- Campaign end

- Scheduled event for announcement

- Publication deadlines



FINAL THOUGHTS

- Closing Gifts
 - Friendly persistence
 - Be gracious but serious
 - Keep your own “to do” list
 - Utilize others
 - Volunteers
 - Board chair
 - Friend/relative
 - Colleague
 - Golf buddy



FINAL THOUGHTS

Is there hope in today's economy?



THANK YOU

Priscilla Bratcher, CFRE

Shannon Williams

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philanthropybiz



Armstrong McGuire