

Starting and Sustaining a Major Gifts Program

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Doug Allinger and Mike O'Sullivan



Today's Major Gift Myths

- ❑ “It’s all about the asking process”
- ❑ “It’s just like asking for any other gift”
- ❑ “Major gifts are always cash gifts”
- ❑ “Major gifts are always from the wealthy”
- ❑ “Major gift plans are too complicated to involve volunteers”
- ❑ “Recognition and stewardship are easy”



Myth #1:

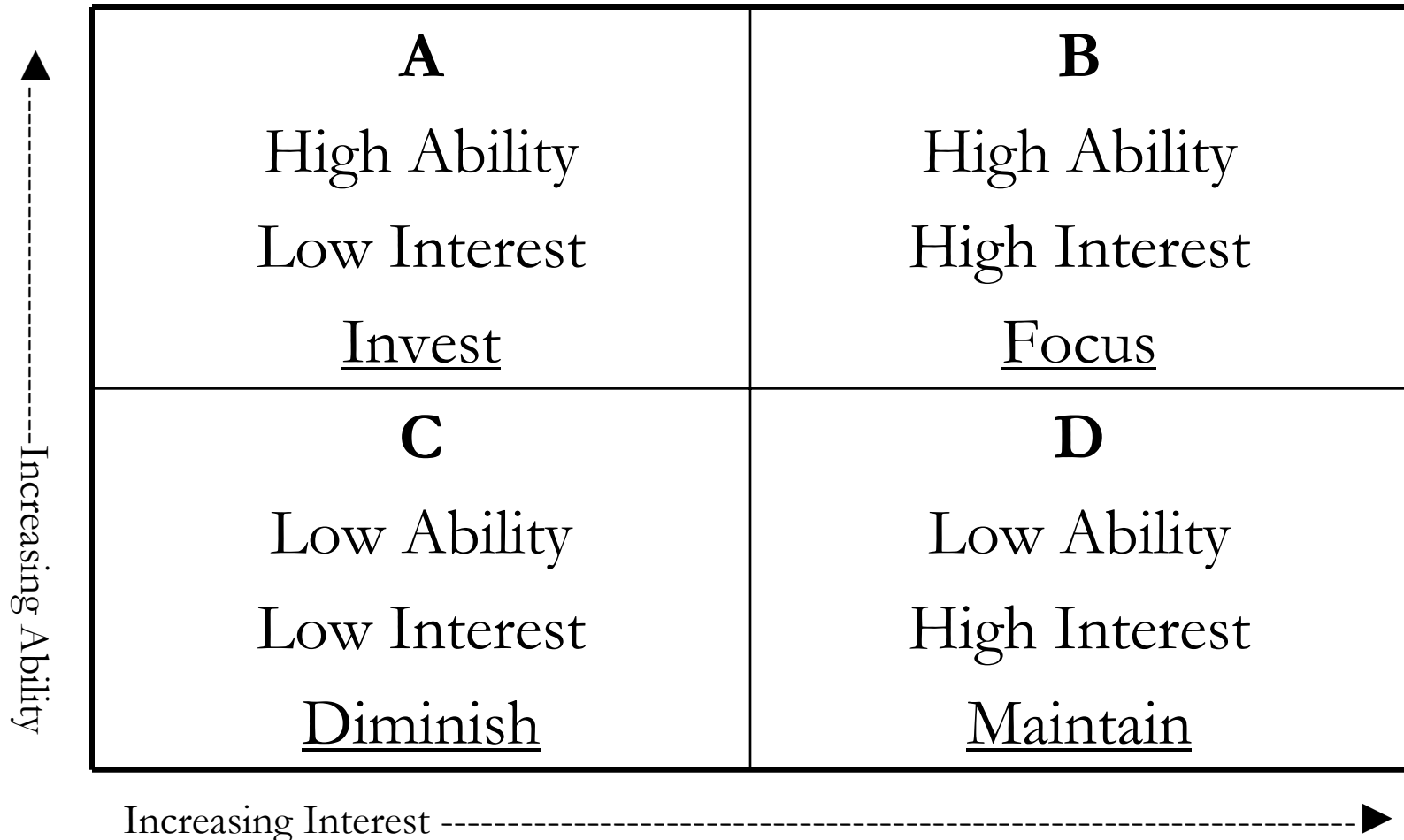
It's all about the asking process

- ❑ What is a major gift?
- ❑ How do I find prospects?
- ❑ What is it about?
- ❑ How can one person do it?
- ❑ Using a trial “ask”

It's All About the Ask

Gift Level:	Approximate Percentage of Time Spent		
	Identification	Cultivation	Asking
Annual	10%	10%	80%
Major	20%	50%	30%
Ultimate	5%	90%	5%

Interest and Ability Matrix



The diagram is a 2x2 matrix with a vertical dashed arrow on the left pointing upwards, labeled 'Increasing Ability', and a horizontal dashed arrow at the bottom pointing to the right, labeled 'Increasing Interest'. The matrix is divided into four quadrants labeled A, B, C, and D. Each quadrant contains a pair of characteristics and a recommended action.

A High Ability Low Interest <u>Invest</u>	B High Ability High Interest <u>Focus</u>
C Low Ability Low Interest <u>Diminish</u>	D Low Ability High Interest <u>Maintain</u>



Myth #2:

It's just like asking for any other gift

- Why it isn't
- Who should ask?
- How do you know if you are ready?
- Elements of an ask

Myth #3:

Major gifts are always a cash gift

- Yes or No?
- Options
- Can cash be a necessity?
- Can a “planned gift” be a current gift?



Myth #4: Major gifts are always from the wealthy

- Who makes the most million dollar gifts to colleges and universities?
- Who are the largest cumulative donors at many hospitals?
- Who are “the wealthy”?



Myth #5: Major gifts are too complicated to include volunteers

- The most important role for volunteers
- What volunteers can't do
- Using an “advisory committee”



Myth #6:

Recognition and stewardship are easy

- ❑ Prospects and donors have needs
- ❑ Donor-centered recognition and stewardship raises money
- ❑ Donors have long memories and friends who should be prospects
- ❑ The “public face” of recognition is the iceberg’s tip



Five Key Criteria for Sustaining your Major Gift Program

1. Continue developing and presenting new “cases” requiring major gift support
2. Develop an unrelenting and systematic process which focuses on existing, new and “dormant” prospect and donor relationships
3. Promote strong donor (& donor family) stewardship



Five Key Criteria for Sustaining your Major Gift Program

4. Raise the level of cooperation, understanding and teamwork with your board, volunteers and colleagues
5. Focus on the key programs and people who and which offer the greatest potential for on-going fundraising success



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Questions & Discussion



In Conclusion: Please Remember

- ❑ There are no million dollar gifts without million dollar dreams
- ❑ Major gift fundraising is a process, not an act, and it is a marathon, not a sprint
- ❑ Philanthropy is not an entitlement – it has to be earned