

January 2021

Your Non-Profit &
A **Wildly** Successful
Major Gifts Program

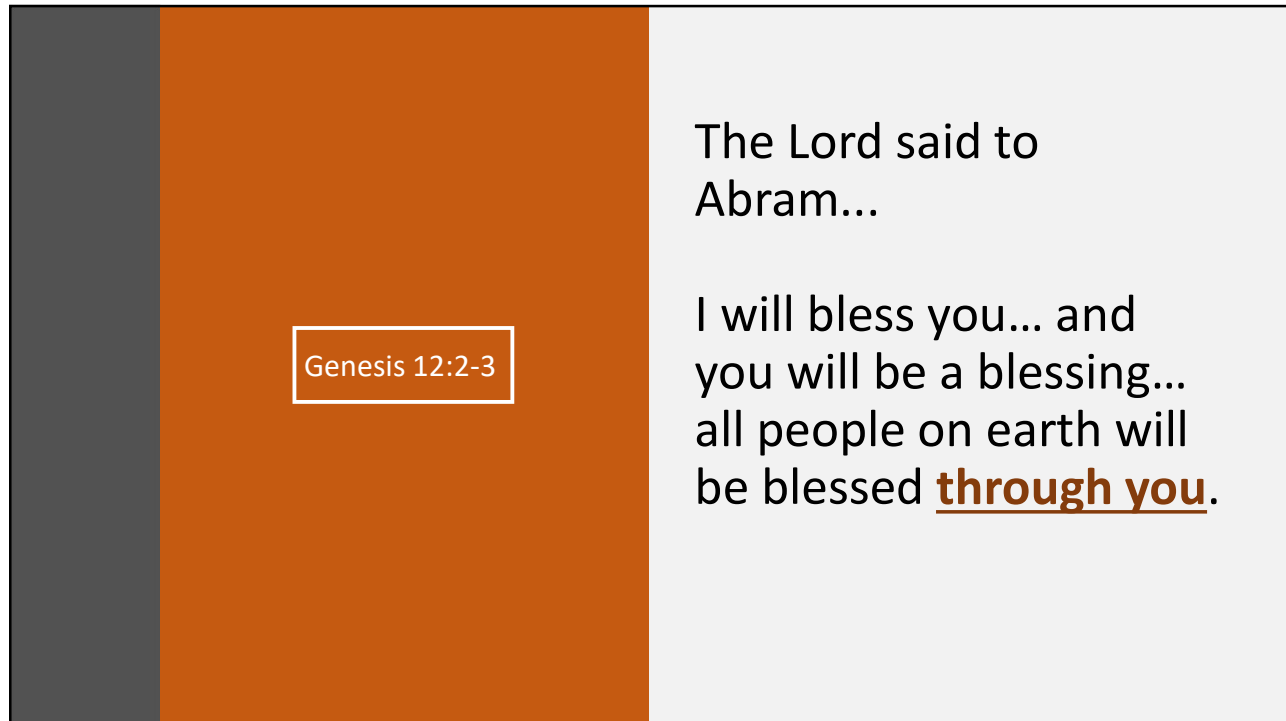


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If you want to
change the world,
you have to know
how to pay for it.



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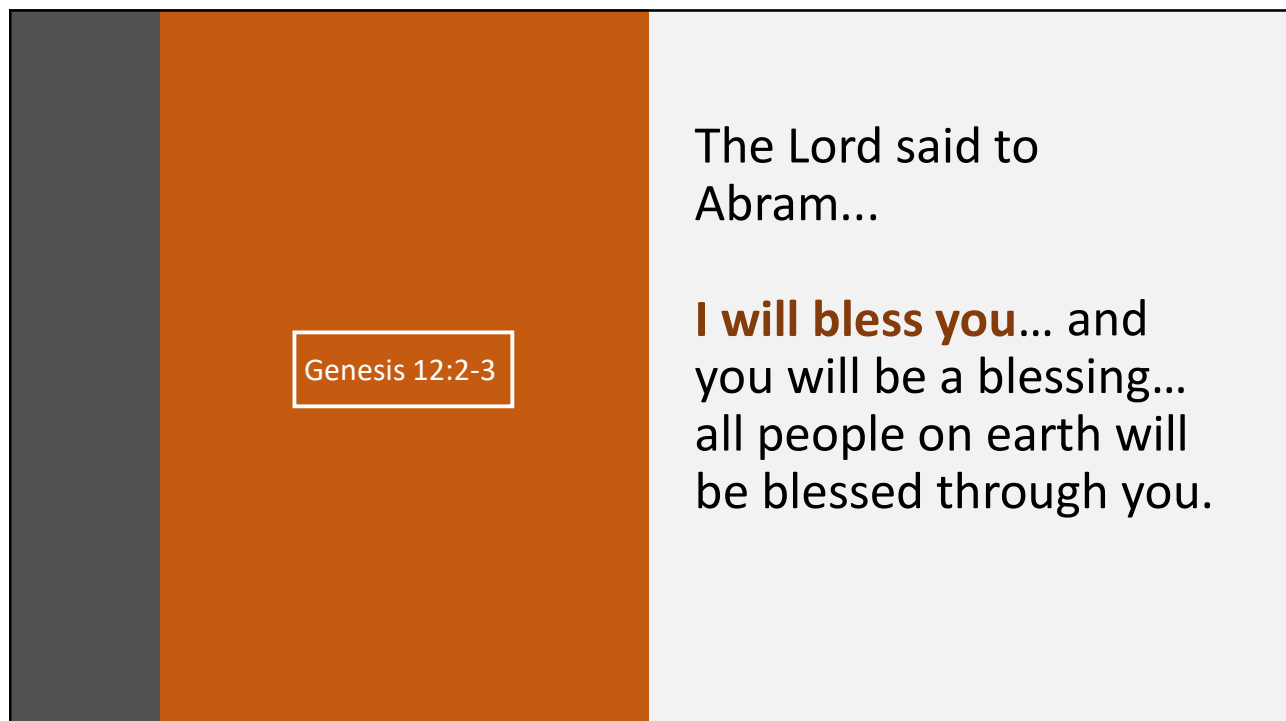


Genesis 12:2-3

The Lord said to Abram...

I will bless you... and you will be a blessing... all people on earth will be blessed through you.

3

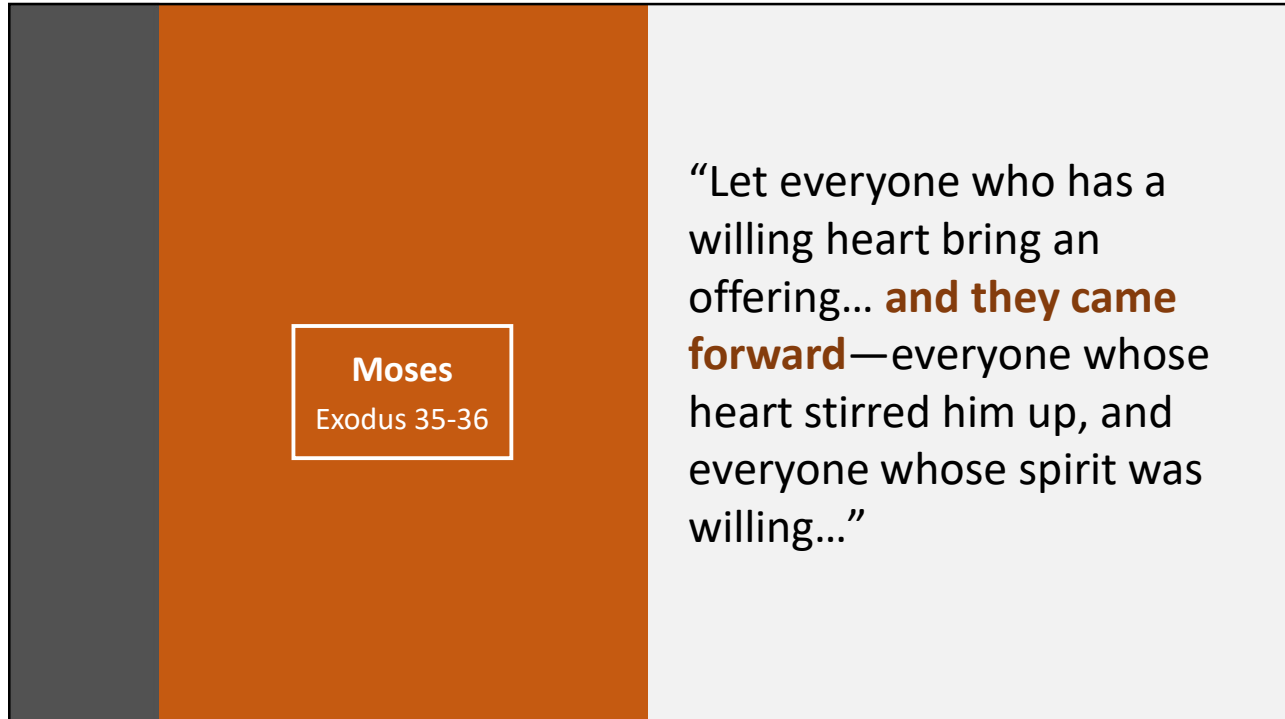


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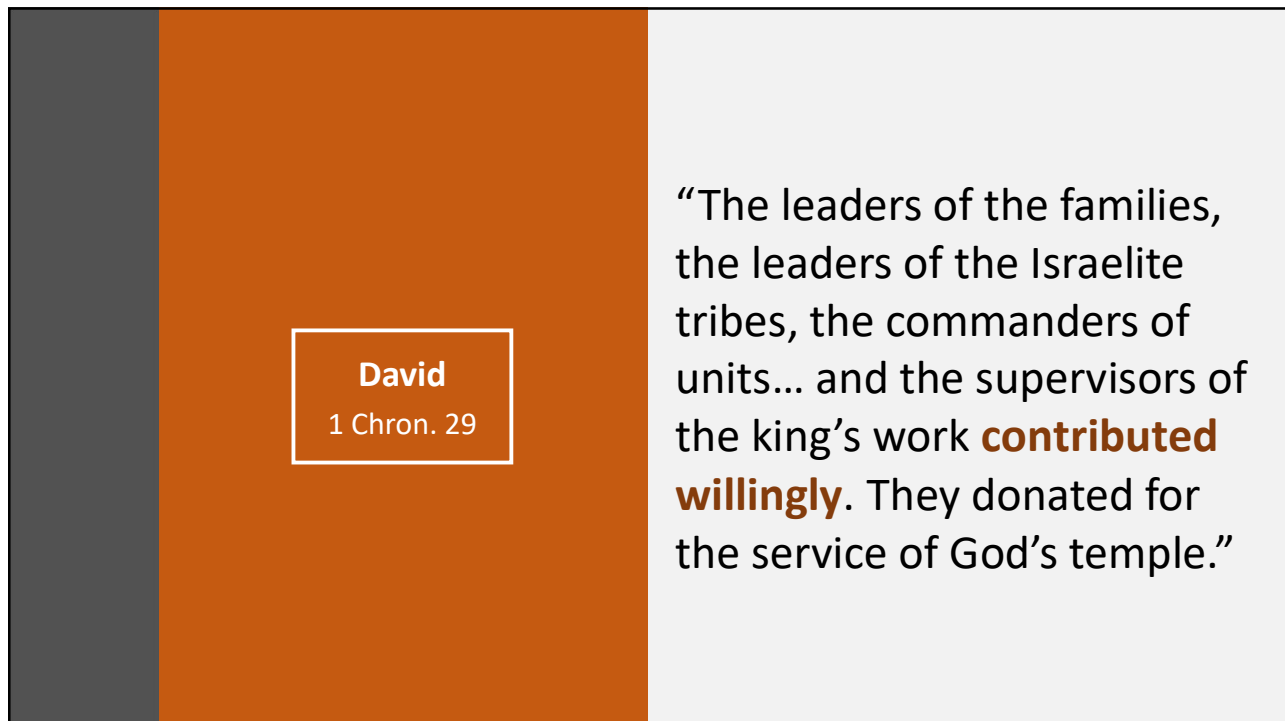
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A slide with a dark grey vertical bar on the left, an orange background for the main content area, and a light grey area on the right. A white-bordered box in the orange area contains the text "Moses" and "Exodus 35-36". The right grey area contains a quote about people with willing hearts.

Moses
Exodus 35-36

“Let everyone who has a willing heart bring an offering... **and they came forward**—everyone whose heart stirred him up, and everyone whose spirit was willing...”

5

A slide with a dark grey vertical bar on the left, an orange background for the main content area, and a light grey area on the right. A white-bordered box in the orange area contains the text "David" and "1 Chron. 29". The right grey area contains a quote about leaders contributing willingly to the service of God's temple.

David
1 Chron. 29

“The leaders of the families, the leaders of the Israelite tribes, the commanders of units... and the supervisors of the king’s work **contributed willingly**. They donated for the service of God’s temple.”

6

Nehemiah
Nehemiah 1-2

“If the king is so inclined, let him give me... so the king **granted** me these provisions.”

7

Hezekiah
2 Chron. 31

“The Israelites **freely contributed**... Since the contributions began arriving, we have had plenty to eat and have a large quantity left over... the Lord has blessed his people.”

8

Paul
2 Cor. 8; 1 Tim. 6

“They **gave** according to their means and beyond...”

“Since you made a good start last year both in your giving and your desire to give, **finish what you started...** according to your means.”

“Tell them to be **generous** givers...”


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JESUS
Luke 8:1-3

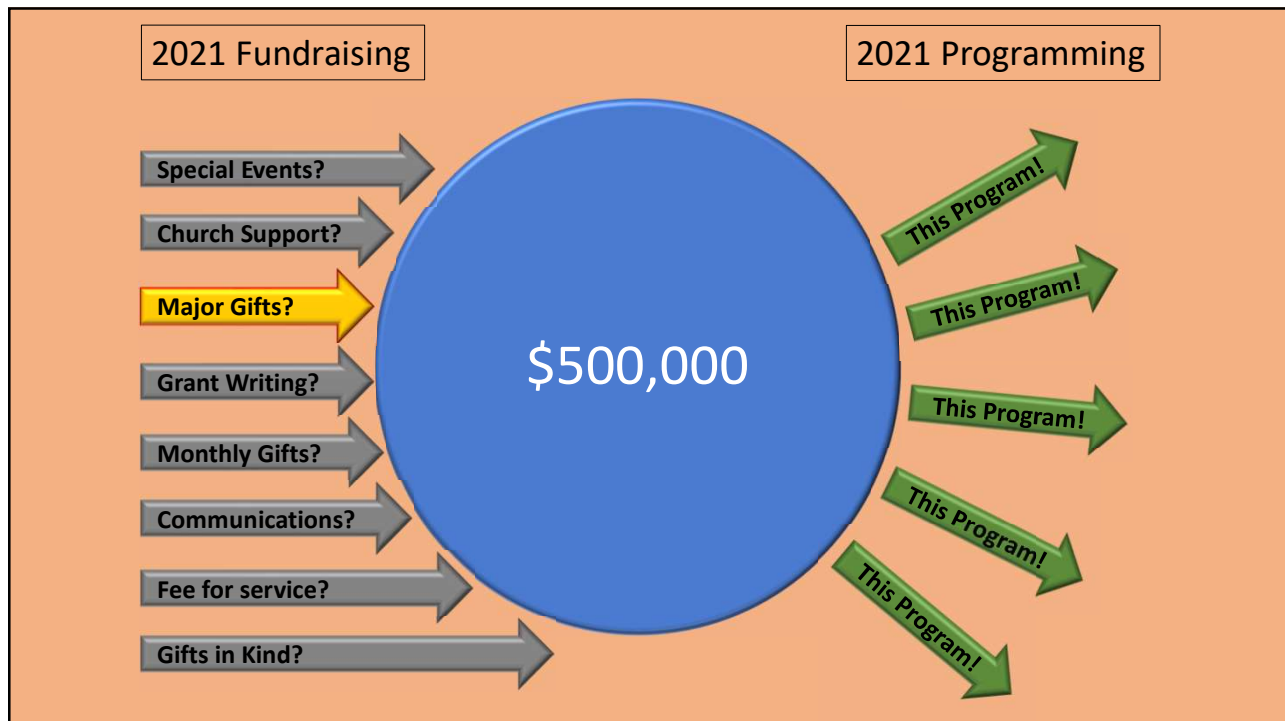
“Mary (called Magdalene), from whom seven demons had gone out, and Joanna the wife of Cuza, Susanna, and many others **provided for them** out of their own means.”

10

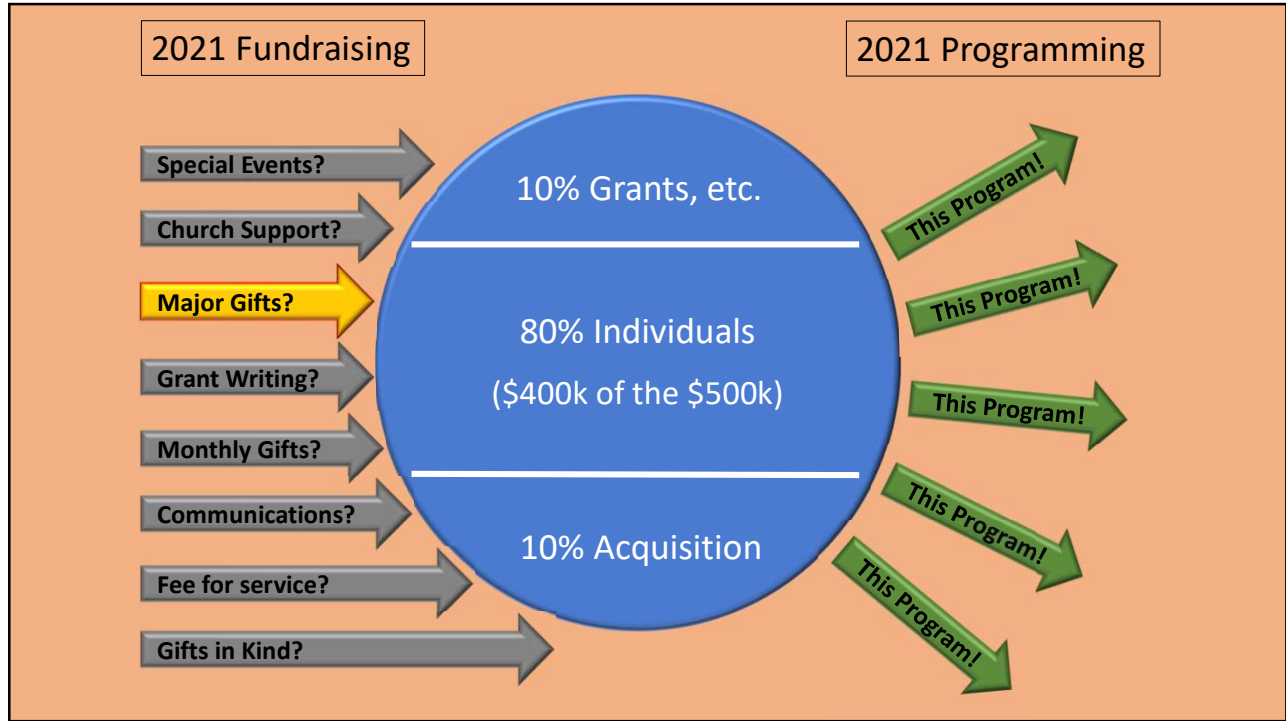
We need to know the role major gifts should play connected with our work.



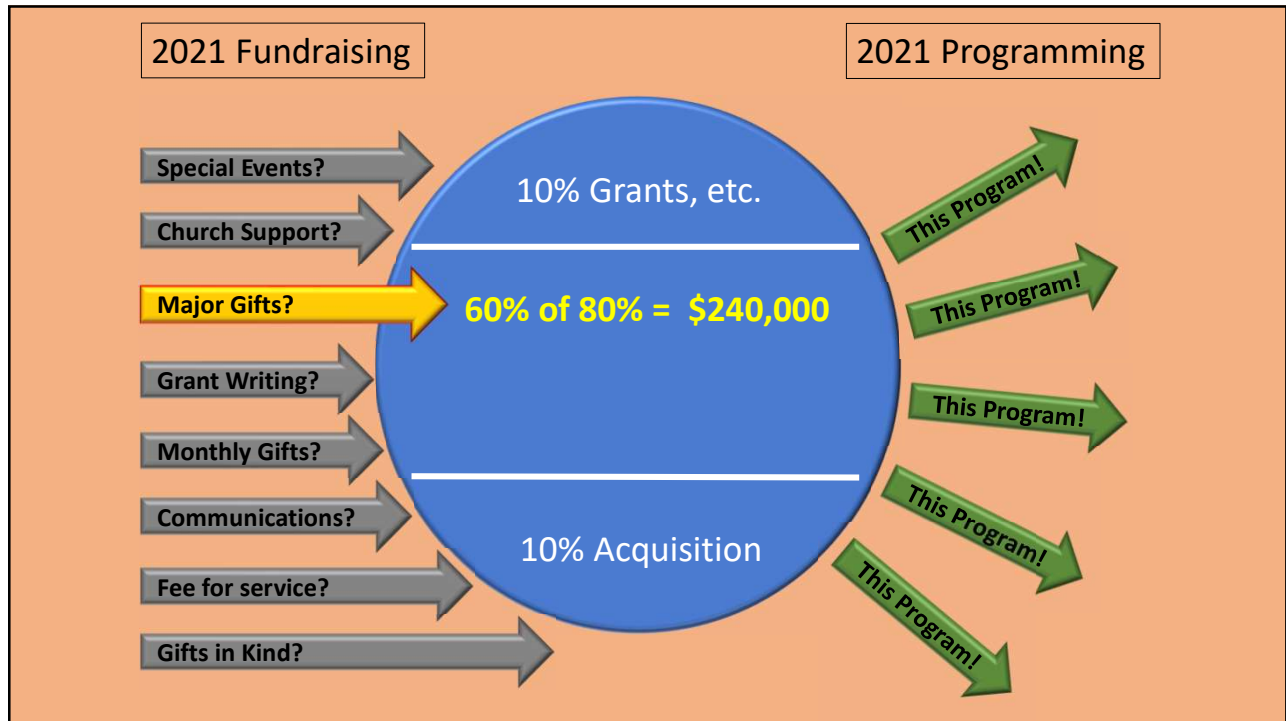
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We need to know what major givers think about.




15

What major givers think about...

- Fixing a specific problem with their own solution.

Here, the givers have a theory of change, and they select nonprofits to receive funds based on executing their theory of change — so the nonprofit becomes a subcontractor for their own vision.



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What major gives think about...



- Fixing a specific problem with their own solution.
- Fixing a specific problem with the nonprofit's solution.

Here, givers have funds but realize they are not qualified to fix specific problems. They decide to give to nonprofits, and let those leaders figure out the best plan.

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What major gives think about...



- Fixing a specific problem with their own solution.
- Fixing a specific problem with the nonprofit's solution.

What are the pros and cons of both of these?

18

What major givers think about...



- Clear Goals
- Compelling Mission
- Adequate Staff and Infrastructure
- Wise Visionary Leadership
- Strong Communication
- Procedures for Accountability and Reporting
- Everything in place (only lack necessary funds)

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What major givers think about...



- “What are my (project) options?”
- “Can we figure things out together?”
- “Can I say no and stay in relationship?”
- “You do know this is a big investment, right?”
- “How will I know if you get it done?”
- “I’m going to be accountable one day, will this actually make a difference?”
- “When can I stop giving?” (sustainability)

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“Our job as a charity is to help people do **their good** in the world. Not the other way around.”

Matthew Sherrington
UK-based fundraising consultant

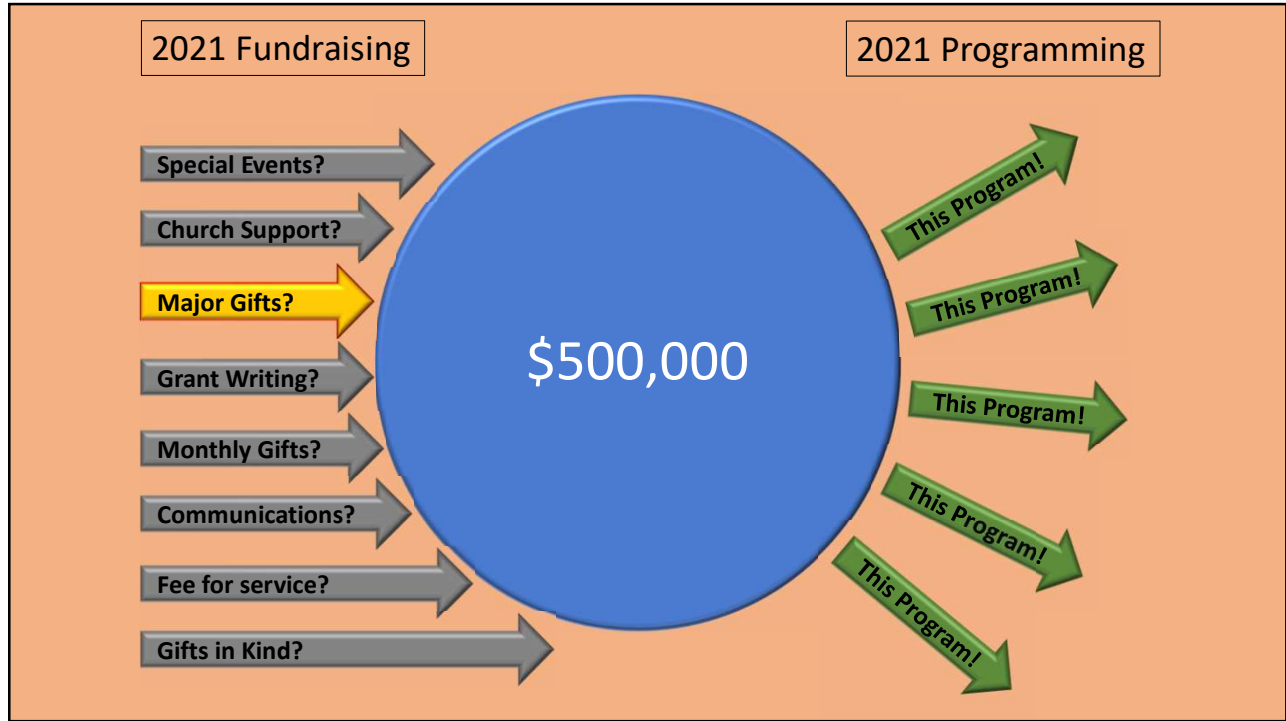


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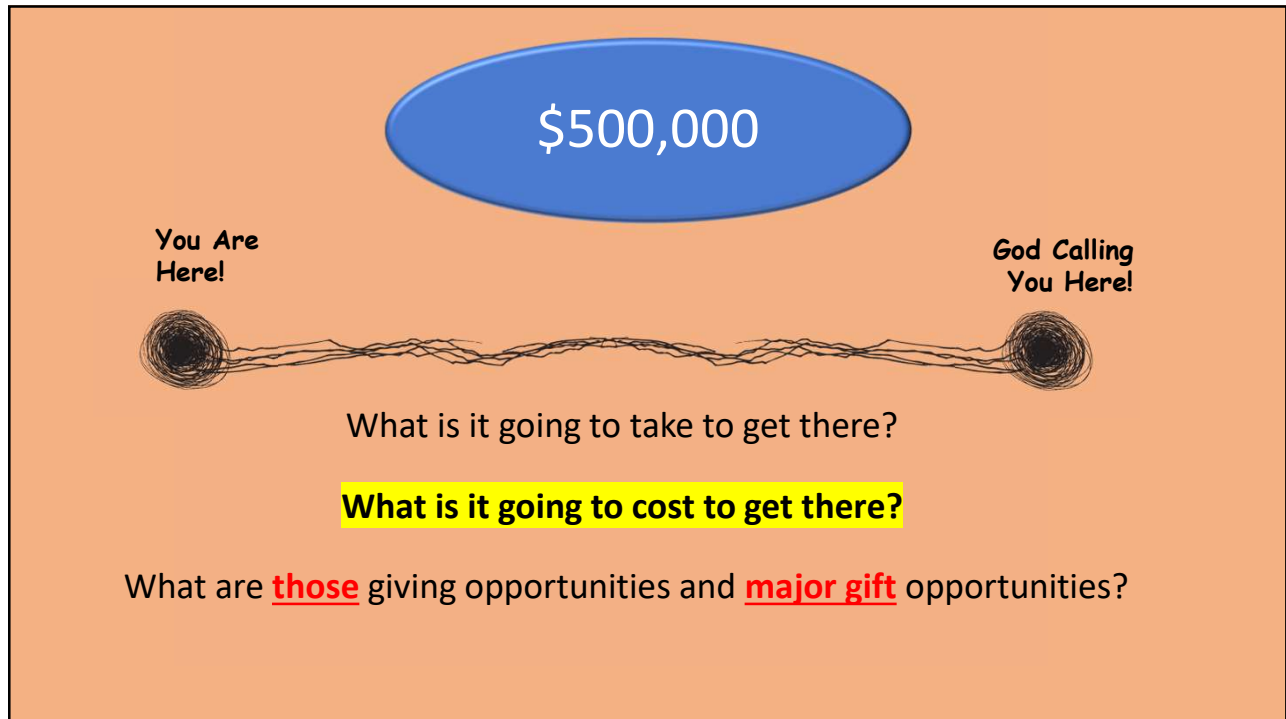
We need to know our major gift giving opportunities.



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Would **YOU** (right now) give a sacrificial major gift to your own organization?

A yellow compass rose logo with a central circle and four curved lines extending from the points, set against a dark blue background with faint dotted lines.

25

We need to know where to find major gifts.

A blue compass rose logo with a central circle and four curved lines extending from the points, set against a white background with a dark grey diagonal stripe.

26

Finding major gifts...



- Problem-solving produces major gifts.
- Monthly gifts produce major gifts.
- Reaching out to lapsed givers produces major gifts.
- Events produce major gifts.
- One-on-ones produce major gifts.
- Tight messaging produces major gifts.
- Intentionality produces major gifts.
- **Involvement and connection** produces major gifts.

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The top 1 or 2 ways you are raising major gifts?

- One-on-one asks of **current** donors.
- **Focusing** on lapsed, GIK, 1st-time givers.
- Personal asks toward **specific** purposes.
- Storytelling to our **database of donors** and asking for referrals from our top donors.
- Personal connection, 1:1 with donors, inviting people to see our programs **in action**, ask tied to a **specific** need.
- Personal **relationships**.

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47% of donors surveyed give **more than half** of their annual total donation amount to the single charitable organization where they're **most** engaged.

Nonprofit Donor Engagement Study



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Gentle reminder...



“Major gifts are not the main point,
people are the main point!”

- Jonathan Roe, Venture 1:9

(And many many other fundraising experts,
both Christian and non faith-based)



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“The focus on who can give your
organization the most money, or
who has given most often,
completely misses out on who has
the most growth opportunity with
your nonprofit.”

- Gabe Cooper, Responsive Fundraising


(And many many other fundraising experts,
both Christian and non faith-based)



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Before your organization adopts The Responsive Framework, you must understand that it is cyclical in nature. Responsive nonprofits commit to a future of experimentation, failure, evolution, and iteration. Being responsive means being curious and proactive on behalf of those who trust you to do good. Where previous fundraising eras required very few major changes, responsive fundraising anticipates fundamental shifts, recognizes the exponential rate at which our connected world is engaging, and prepares for change. Before you start worrying about the major changes your



33

We need to know specific next steps with specific major givers.



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“When a nonprofit takes the time to **map the donor journey**, craft personalized messaging and engage at the right time with each person, they signal to their people that they are a critical part of the organization.”

- Gabe Cooper, Responsive Fundraising



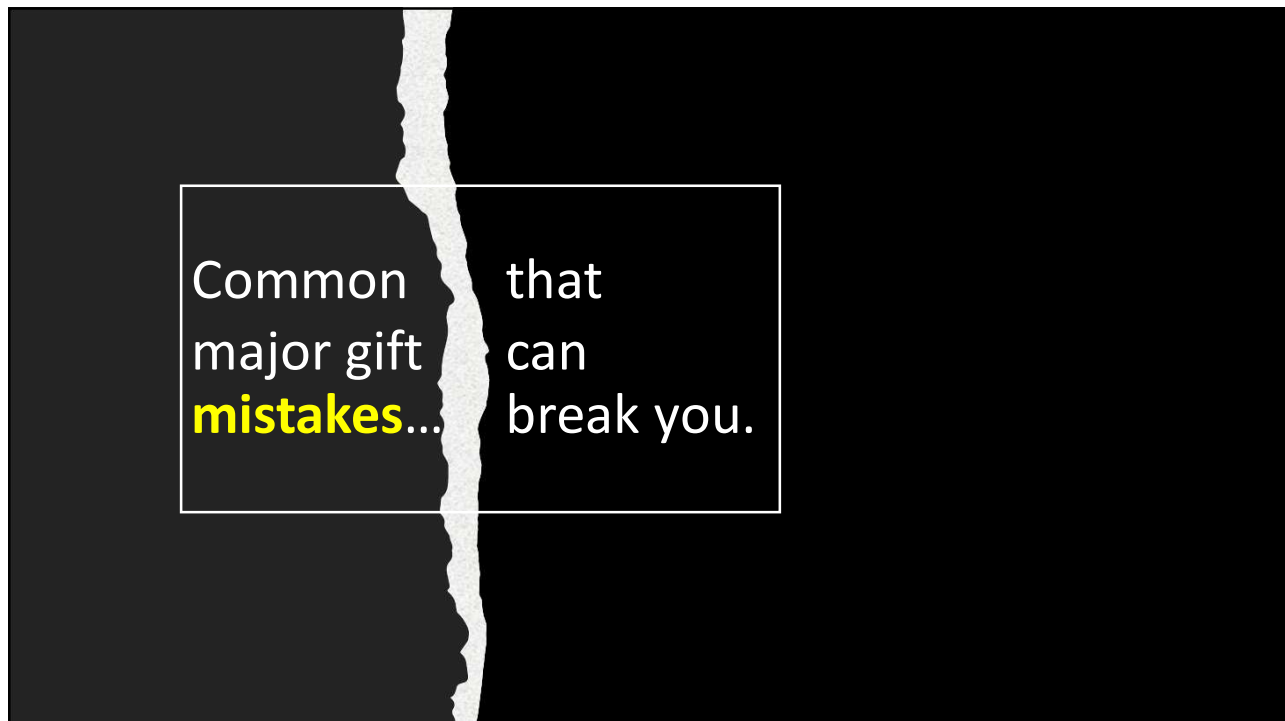
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Tracking Major Gifts & Next Steps						
NAME	JOURNEY	CAPACITY	TIMING	PROJECT	AMOUNT	RELATIONSHIP
	What does this person care about? Is this person passionate about a specific area of our work?	If this person is a potential major giver, what dollar range is his/her capacity?	Is "now" the right time for a major gift ask? If not, write in a potential future date.	Based on this person's journey and passions, what is the right major gift opportunity (project)?	Based on this person's capacity, what is the right major gift dollar amount ask?	Who on our team should connect with this person and make the ask?
Dru. N.						
David J.						
Kimberly D.						
Alan R.						

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A PROJECT PLAN (with mostly major gifts)			
Gift Amount	Gifts needed @ this amount?	Total Needed	Share with how many?
\$25,000	2	\$50,000	4
\$10,000	2	\$20,000	4
\$5,000	4	\$20,000	8
\$2,500	8	\$20,000	16
\$1,000	15	\$15,000	30
Less than \$1,000	25	\$12,000	40
TOTALS	56	\$137,000	102

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mistakes...

1. Winging it (because God will provide).
2. Making major gifts your main priority.
3. Only looking “out there” for major gifts.
4. Not having major gift giving opportunities.
5. Not connecting people to your org’s work.
6. Not tracking people’s growth.
7. Not staying tuned in to all donors.

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mistakes...

8. Putting an organizational timeline to major gifts.
9. Putting someone on your board to get their major gift.
10. Hiring a major gifts staffer and evaluating him/her only on funds raised.
11. Only thinking/planning “face-to-face.”

40


mistakes...

12. Talking more than you listen.
13. Unknowingly (or knowingly!) manipulating.
14. Not retaining current major givers.
15. Ignoring legacy giving.

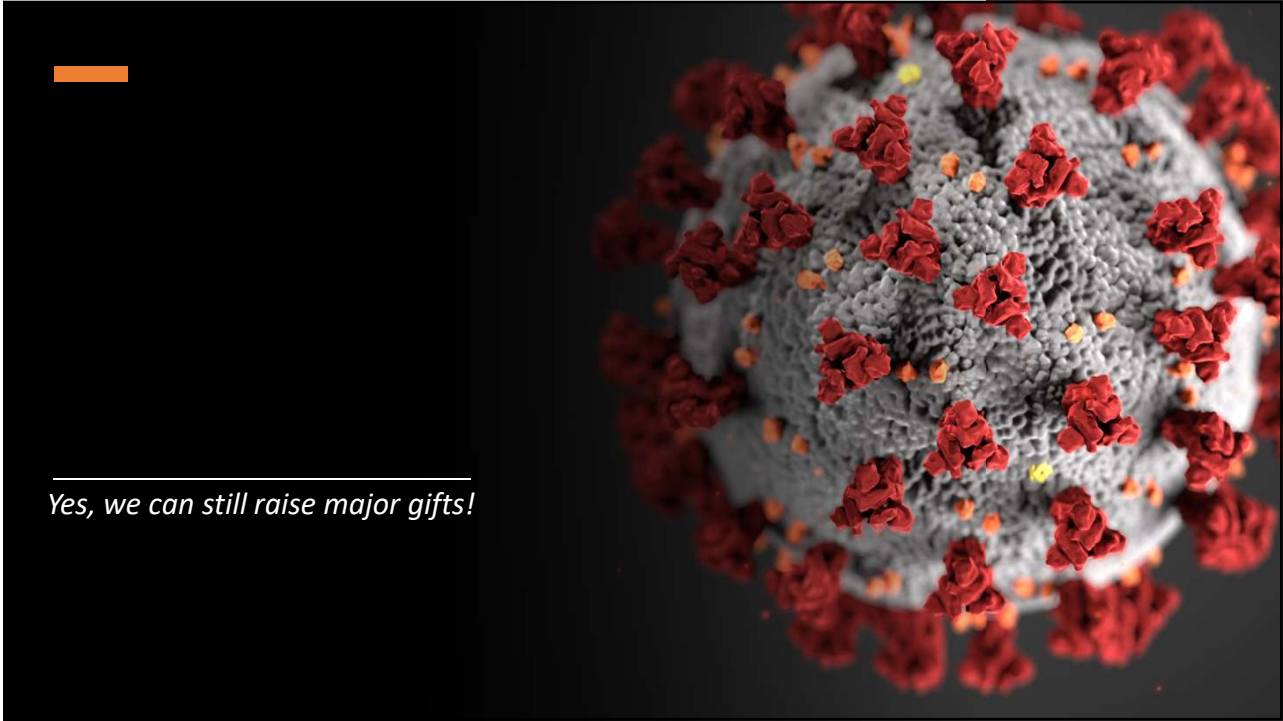
What else...?

41

“Jonathan, how do you raise major gifts?”



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Yes, we can still raise major gifts!