

# Major Gifts for Small Shops

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# Why Face-to-Face?



# How BIG is Major? What is a Major Gift?





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## 3 Simple Steps

**Step 1: Get Ready**

**Step 2: Get Set**

**Step 3: Go!**

## Step 1: Get Ready



- ✓ Board Members
- ✓ Identify Prospective Donors
- ✓ Cultivate Relationships

# Do You Have a Fundraising Board?



# 100% Participation



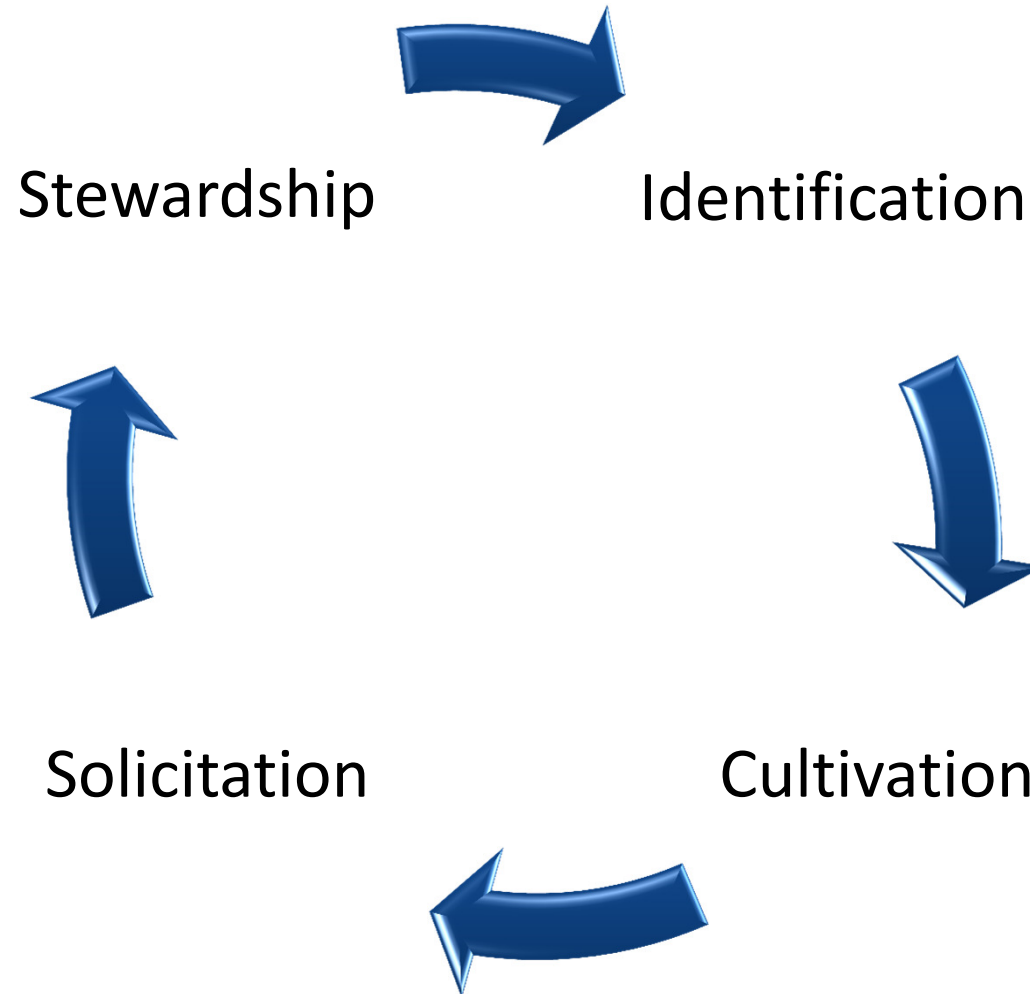
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# Give and Get



# Fundraising Cycle



# Identification



# Is He a good prospect?





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# Make a List







# Cultivation



# Getting the 1<sup>st</sup> Meeting





# Cultivation Activities

- Meeting at home or office
- Program tour
- Volunteer opportunity
- Serve on committee
- Attend fundraising event
- Attend program event
- Send personal notes/newspaper clippings

## Step 2: Get Set

- ✓ Rehearse
- ✓ Role Play





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## Step 3: Go



✓ Ask!

Solicitation

The Moment of Truth



**WHO**

**WHAT**

**WHERE**

**WHEN**

**WHY**

**HOW**

**QUESTIONS**

**ANSWERS**



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# How to Raise Major Gifts

Step 1: Get Ready



Step 2: Get Set



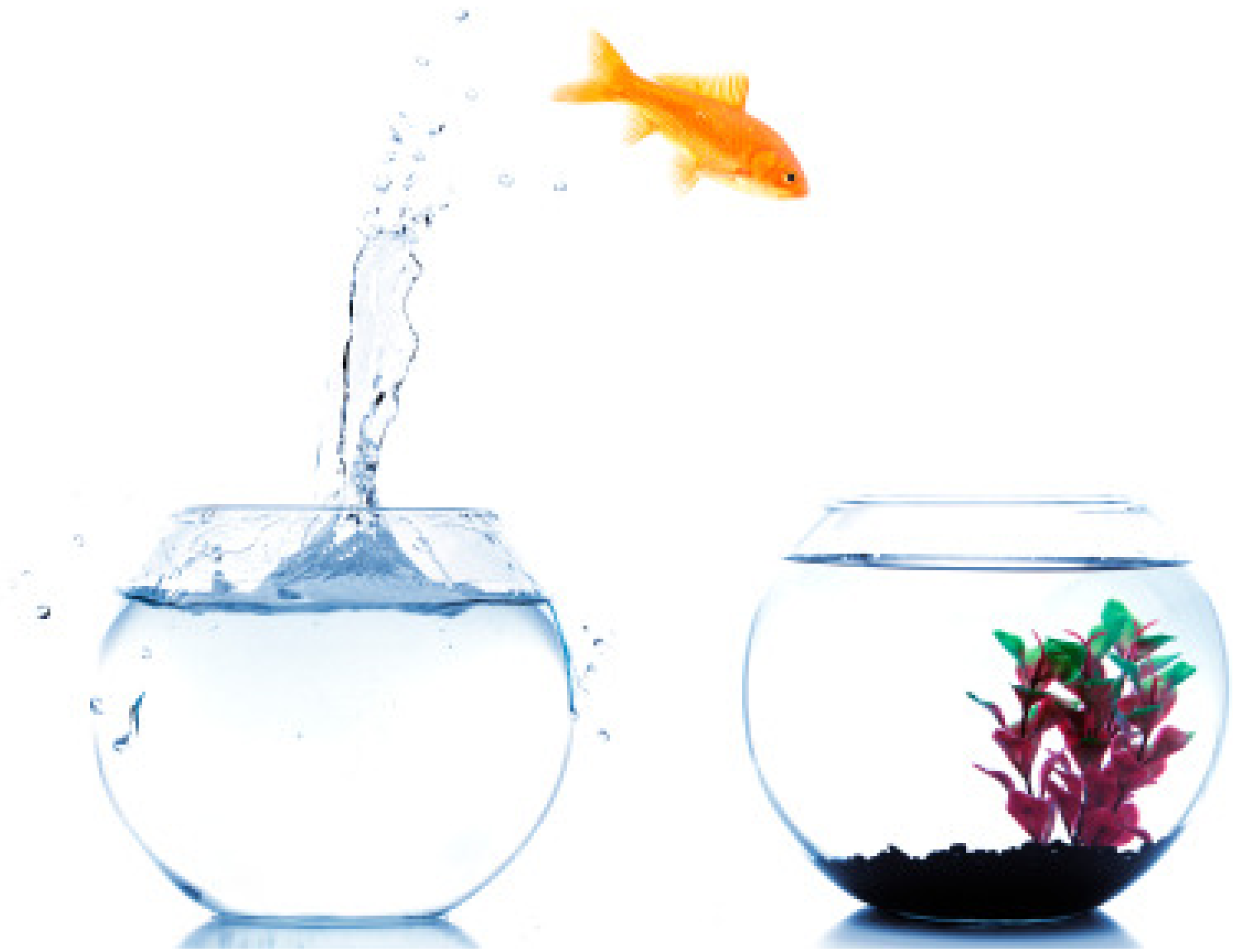
Step 3: Go



Express Gratitude



Repeat



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# If You Don't Ask, You Won't Get



# Want to Raise More Major Gifts this Year? Take the Major Gifts Challenge



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