

How to Start and Build a Major Gifts Program

Society of Animal Welfare Administrators (SAWA)
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Disclaimer...

- Is there a lawyer in the house?
- Ideal and classic way to start a MG program
 - Build a large donor base over 5-10 years
 - Slowly cultivate and advance each donor into higher and higher gifts
- Sometimes we don't have that option
 - New nonprofits
 - Small nonprofits
 - No constituency
- This is a jump start method

Fundraising: Desperately Needed Desperately Feared

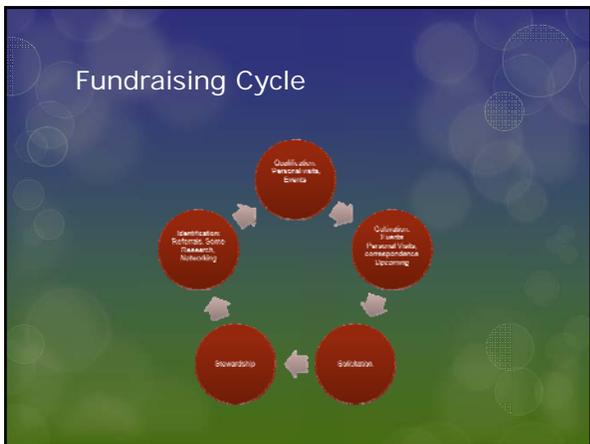
- Why?
 - Money is wonderful and disgusting
 - Fear of rejection, fear of the awkward
 - Quid pro quo
 - Sneaky, slimy
- Things people would rather do than fundraise
 - Dental surgery
 - IRS Audit
 - Road trip to Kansas with annoying relatives
 - Watch "Love Boat" re-runs
 - Clean out the refrigerator





Ready for Major Gifts Fundraising?

- External Reputation?
- Compelling program?
- Functional Board?
- What the competition like?
- Long term Board support and education?
- Good materials?



Too many fundraise this way...

- Let's ask our friends!
- Foundation's Only
- Let someone else do it !
- Small mailings
- Crowd funding!
- Bend to what a donor wants.

How most do "major donors"

- Chance and random gifts
- Why don't we ask Bill Gates ?!
- All we need is one person to hustle
- Single Development Officer, let's tack it on their job description
- No Prospect Research
- No Administrative Support
- No focus on their job
- Unrealistic expectations, time, amount



Why Major Gifts Prospecting?

- For Smaller Institutions to become Bigger Institutions !
- Diversity, no tokens please !
- Don't crowd the Foundation Door !
- Individual Major Donors, easier to maintain and give longer
- Often our "big" donors are sitting in our donor rolls, unasked, unengaged.
- Large Institutions do it, they are literally getting to your major donors before you do. Because they know who to talk with !

Making the Investment

- "You have to spend it , to raise it"
- Full Time Prospect Researcher
 - More prospects
 - Learns what your donor looks like
 - Can see more program matches
- Part Time Prospect Researcher
- Freelance Prospect Research Consultant
- Trained Staff/Volunteer
- Who is doing Corporate, Foundations, Corporate?
- Personalities between the staff
- Administration
- Screenings
- Tools/Resources
- Advantages vs cost

Want to see an investment?

- Principal Gifts
- Major Gifts
- Special Gifts
- Annual Fund
- Reunion Campaign
- Parents Campaign
- Planned Giving
- Prospect Research
- Prospect Management
- Stewardship
- Development Events
- Development Database



Costs

- Hire a full time staffer.
 - \$45-75k a year
- Hire a freelancer or firm.
 - \$1,000-\$3,000 monthly
- Train a existing staffer or volunteer.
 - \$2-3,000 one time
- Do it yourself.
 - Free, but lots of staff time

Where to hire a Freelance Prospect Researcher.

- Freelance Prospect Researchers Assoc. (FRPA) on Linked IN
- My website has a list www.armandokoumaya.com, look under "Lists"
- Prospect L has 4,000 + researchers, send a message there
- Check out www.alcathene.org under "Resources"

Why you have to explain PR to your Board or other staff

- Public Information !!Public Information ! Public Information !
- Same your investment banker uses.
- Same methods as a smart for profit company would use when looking for investors.
- Larger institutions do it well and often. They are talking to your donors now.
- An investment that pays for itself.
- Not perfect, takes times to develop into gifts. Explain the Development Cycle.
- Major donors greatly appreciate it.

Setting Realistic Goals

- Most Board's leadership think we just go around asking for money !
- Manage Expectations
 - Donor cycles: How long? 2 years?

Identification ←

Qualification

Cultivation

Solicitation

Stewardship



What you will get ...!

- Prospects and New Opportunities
- Takes time
- Allow for error and mistakes
- New connections beyond fundraising
- Eventually, a stable new source of funding !

Staffing

- Prospect Research is important, vital
- BUT will your field fundraisers pick up the phone?
- Are they any good at reaching people they don't know?
- How do you know?
- Get them trained or develop your own.
- Can Board Members help?
- Who will track this all, admin? Prospect management?
- Database?

Screenings

- Old School
 - Lots of staff time, shoe leather
 - Helps to do research first
 - "Who do you know that might care about our institution?"
- Electronic
 - Not cheap but not crazy expensive
 - Public Stock: Do your people have it?
 - Riskier indicators. RE, Private Company etc.
 - Dealing with misconceptions, fears

"We will just buy a screening..."

- Who cleans the data?
- Who insures that people get out and use it?
- Who analyzes and looks for the best prospects?
- Information is static, gets dated fast.
- It's a passive tool.

Networking and Volunteers

- Develop a single "Prospect List" you need introductions to. Make the list clean, Name(s), Company, Town.
- Talk to ANY Board Member, Past Board Member, Donors, Staff you can sit down with.
- *"I wonder if I could steal 30 min of your time to review a list of people, you might or might not know, I am doing some information gathering"*
- Bring ONE list. Don't email, ever.
- Put all the information into one database.

When it's just you

Prospecting with No Researchers, no help...only smiles and good intentions

Caveat....



- Your looking for very obvious, low hanging fruit.
- Current donors who are philanthropic elsewhere
- Current donors who have impressive titles or addresses
- Major donors to other similar organizations

- With actual prospect research you save tons and tons of time.
- Board's often think Prospect Research is just doing internet searches.

Sources for New Prospects

- Argh ye mateys!!
- Let's say you work on helping at risk youth. Follow this checklist.
 1. Who is supporting that and similar organizations.
 2. Where are their donor lists
 3. How do I get contact information for them?
 4. Who do I know that knows them? Intro's?
 5. Any problems with going to see them?



When studying a donor list

- People with clear titles. (CEO, VP etc)
- On Boards of Directors: People who aren't academics, teachers, ministers etc (nice folks without wealth)
- Google them and find out who they are
- Look for individuals who are on multiple Board's who's emphasis is children.
- Look for people who are on children's Board's but ALSO prestigious high philanthropy Boards like the Opera, Universities, major hospitals etc. These boards often have a minimum gift.

Beyond Identification

Caveat

- We will cover a normal cycle of philanthropy
- This requires training to cover the entire cycle
- Reaching new cold prospects a special skill. Maybe you have someone who is good at that?
- Yep , you guessed it I train on that!

Making the Call



- Leave a voicemail every two weeks.
- Send an email only after a few calls
- Call at different times
- Befriend and Recruit assistants, secretaries, gatekeepers
- Drop names if you have them.
- Make it clear you're a development person but that your not coming to twist their arm for cash !
- Always just happen to be in their neighborhood !
- Be easy to schedule.

Why Qualification? What is it?

- That fork in the road.....
- Asking the right question to guide the relationship
- Saving your and colleagues time, money
- Poor qualifications mean.....

Cultivation Methods

- Events
- Meetings with Staff
- Meeting with Board
- Tours of facilities
- Asking for Advice
- Board Membership
- Invite them to Speak
- What else?

Using Small Events

- Network your Prospect List: Who knows whom
- Study where they live and whom they all might know
- Identify a host for an in home or club/restaurant small event
- Assign a volunteer or you phone invite them, follow your networking.
- Produce a compelling, tear producing program. Give them goose pimples.
- No asking for \$\$ at the event
- Follow up after and solicit



Throw that Parade, Fireworks now

- When you make your first good gift through prospecting... Wait for it
- Ask for **ICRRI** resources !!
- Make sure your Board or Leadership understands the investment



Stewardship: Do it !

- Most common mistake donors say !
- Thank them creatively
- Update them, make it clear exactly what their \$\$ are doing
- Keep inviting
- Who do they know?

Helpful Websites

- [Prospect Researcher](#) still a basic. Try typing their name and "philanthropy", "gift from" or "donor". You have see quickly if they are philanthropic this way. If you see gifts to many organizations. You may also see what they give to and how much. Try "Advanced Search and the scroll down to "exact phrase"
- [APRA - Association of Prospect Research Professionals](#)
- [Prospect Researcher](#) This is for heavy hitters. If they are on this site it's almost certain they have wealth and influence. What it shows you is the alliances and Boards they sit on. Using this and Google you can see if a Board member or current donor of yours might for example sit on the same board and know each other?
- [Prospect Researcher](#) It's "Circle of Friends" feature will show you who they are likely to know. Look for people you know and could ask to introduce you
- [Prospect Researcher](#) Good overall research links, list of them. This is the page of a famous prospect researcher. There are tons of resources here.
- [Prospect Researcher](#) This website will give you their political contributions, and a low amount they might give.
- [Phone Numbers](#) This is a simple phone number look up site
- [Phone Numbers](#) Phone numbers
- [Pictures of Houses](#) pictures of houses !
- [Business Phone Numbers](#) great for business phone numbers that are hard to find !

Yes...

- I do live/on site whole team and Board trainings...just contact me for prices and requirements
- Yes I consult. I have space for one more client right now.

Online Major Gifts Master Class-
Limited Capacity Class

1. **Class One - July 2nd 2018, 9:00am - 10:30am Pacific Time**
[Intro to Major Gifts Prospecting/ Being Ready for Major Gifts Fundraising](#); [How is Major Giving different than other fundraising](#)
2. **Class Two - July 13th 2018, 9:00am- 10:30am Pacific Time**
[Engaging Your Prospects](#); [Cold Calling/Obtaining the First Appointment](#)
3. **Class Three - July 20th 2018, 9:00-10:30am Pacific Time**
[Creating Innovative Cultivation](#)
4. **Class Four- July 27th 2018, 9:00- 10:30am Pacific Time**
[Solicitation, Stewardship and a Major Gifts Plan](#)

Conclusion

- Sell all involved for a real long term investment
- Know who you need to know.
- Find the right person to approach them, cold if necessary. Practice your rap.
- Thrill them with cultivation.
- Don't be afraid to ask
- Take care of them after their gift.