

BUILDING A MAJOR GIFTS PROGRAM

Customized to fit nonprofits of all sizes and designed to strategically build meaningful and lasting relationships with donors.



FIVE STEPS TO BUILD A MAJOR GIFTS PROGRAM

1

Assess

Reviewing current strategies and other elements critical to a major gifts program.

2

Identify

Identifying and qualifying current and prospective major gift donors for the program.

3

Build

Organizing important and relevant information into donor profiles.

4

Strategize

Outlining specific strategies for each major donor prospect in the portfolio.

5

Monitor

Creating a system to regularly evaluate progress and make adjustments.

DELIVERABLES



Custom Major Gifts Portfolio



Donor Profiles for Each Prospect



Personalized Strategies for Each Donor



Custom Plan to Monitor Effectiveness

Contact us

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