

# micro events for major gifts

presented by Cindy Wagman, President and CEO of The Good Partnership

## why micro-events?

- Best source of major gift prospects is your existing donors: lower-level donors and friends of existing major gift donors.
- Mission and donor centered: builds commitment
- Intimate: allows you to connect with people in a meaningful way
- Donor-hosted: leverages your existing donors, reaches their networks and deepens their commitment
- Creates a community: make it "the" place to be

## What can you do to bring your donors closer to your mission?

## Who can host an event for you?


## success tips:

- Equip your volunteers/hosts to be successful. Provide them with templated invites, reminders and follow ups.
- Let your volunteers speak from the heart - don't overly script them.
- Set clear goals and expectations.
- Keep the programming simple - not too many speakers.
- Follow up with guests!

## other notes:

download your free fundraising plan template at:  
[www.thegoodpartnership.com/plan](http://www.thegoodpartnership.com/plan)



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