

Top Ten Lessons for Building a Major gift Program

Guy Mallabone, MA, CFRE

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My Declared Bias

Those who practice major gift fundraising

**without appreciating the
importance of donor-centered
relationships**

are **poor stewards of philanthropy**



But ...
the reverse is even more true



Those who talk about donor-
centered relationships
**without mastering the
practical techniques**
do a disservice to themselves
and philanthropy overall





#1 - Know Your Reality

MONEY DRIVES MISSION



Government Funding Is not a Growth Industry



#2 – Build a Culture

“Culture eats
strategy for
breakfast.”

– *Dr. Peter F. Drucker*



What's the state of your fundraising culture?



Let's rate your organization's Fundraising Culture

How important is fundraising to your organization?

(Five Finger Scale: 0=not important ... 5=very important)

What is the current state of your organization's fundraising culture?

(Five Finger Scale: 0=pathetic ... 5=tremendous)

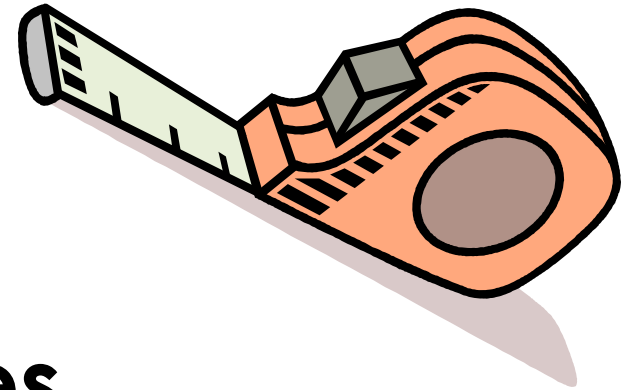




#3 - Know Yourself

ENTJ





Which Tool Best Describes Your Communications Style as a Fundraiser





#4 - Apply Fundraising's Fundamental Truth



Fundraising Fundamental Truth

- ▶ People give their money to things in their life that they *are closest to*.
- ▶ If you believe in this fundamental truth, then our job as fundraisers is all about one key thing ...

BRINGING PEOPLE CLOSER TO OUR ORGANIZATION (... and its MISSION)

- ▶ Activating this fundamental truth allows for the systematic bringing of people closer to us and our organizations.



A-B-C (Geneva)





#5 - Case for Support

A photograph of two open, light-skinned hands held palm-up against a black background. A large, bold, red stamp is overlaid diagonally across the center of the hands. The stamp consists of the word 'COMPELLING' on the top line and the word 'URGENT' on the bottom line, both in a sans-serif font.

**COMPELLING
URGENT**



Emotion vs Logic

The essential difference between emotion and reason is that emotion leads to action and reason leads to conclusions

*Donald Calne,
Neurologist
University of British Columbia*



Emotion and Movement

- “There can be no transforming ... of apathy into movement without emotion”
– Carl Gustav Jung

US Wealthy Cite Lack of Passion for Cause, Other Reasons They Don't Give More to Charity

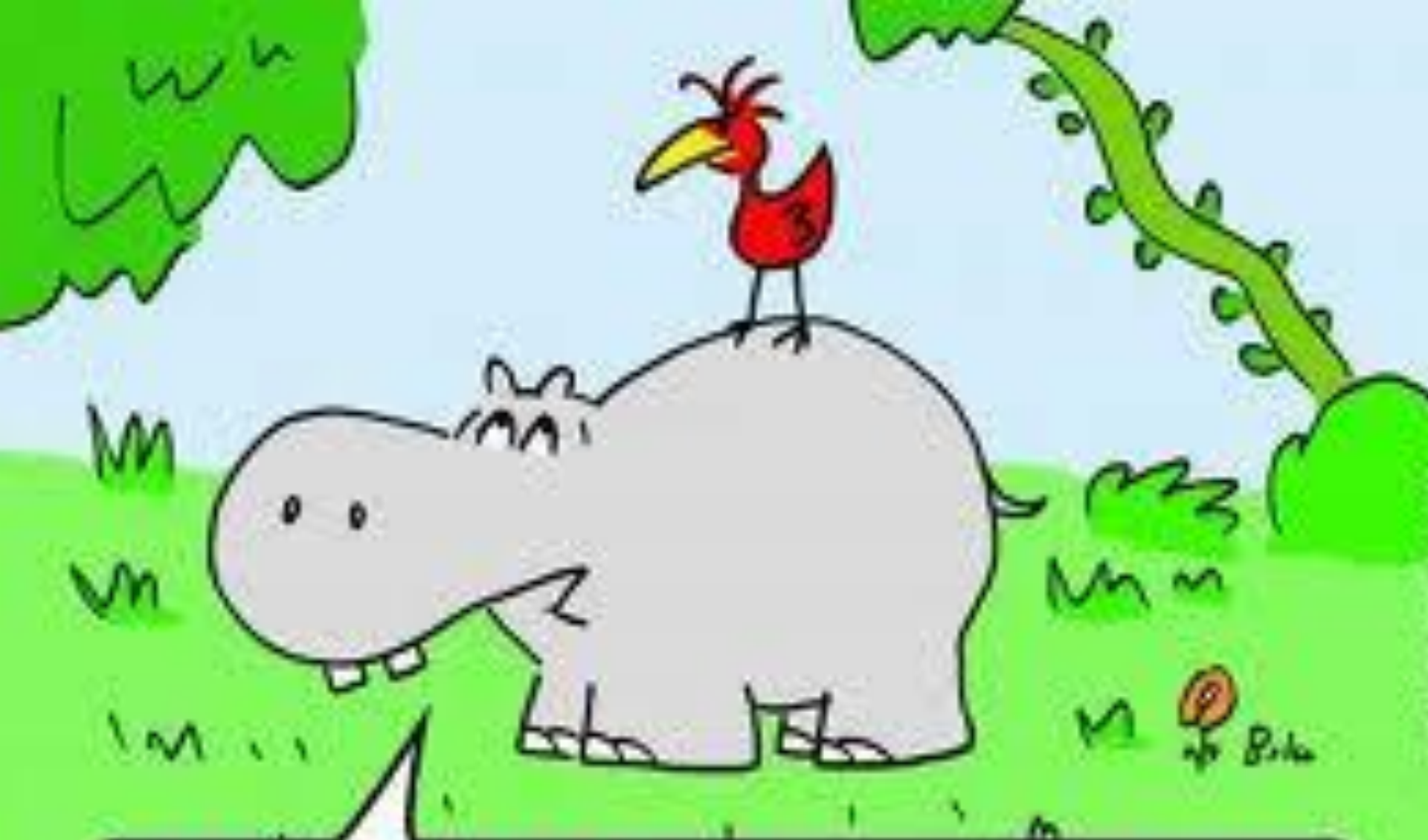
The Huffington Post, By Jessica Prost, Posted March 14 2013

- Wealthy giving is deterred by three factors:
 - uncertainty around how long wealth will last;
 - shaky markets; and
 - lack of passion for a specific cause





#6 - Donor Centricity



I DIDN'T KNOW OUR RELATIONSHIP WAS
SUPPOSED TO BE GOING ANYWHERE.







#7 – Build Your Prospect List



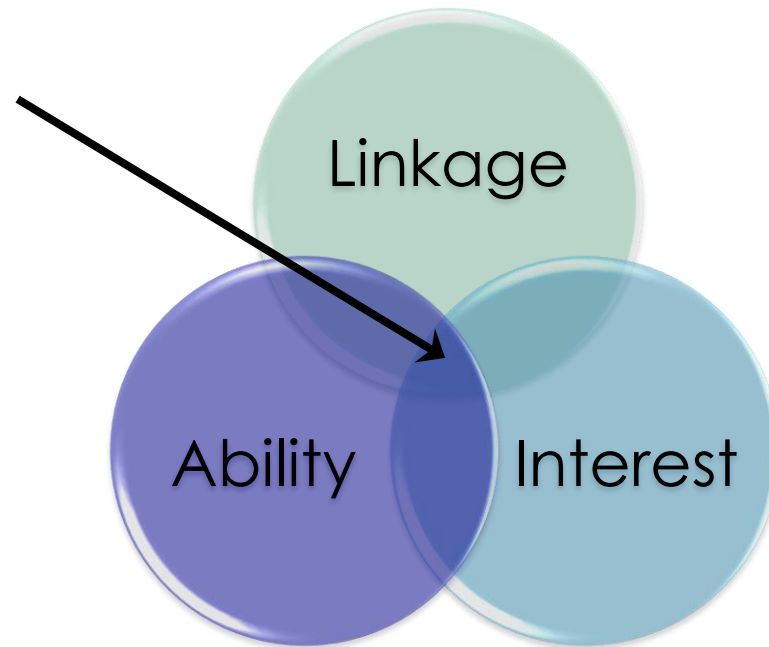
Qualifying Prospective Donors

L: Linkage (connection)

A: Ability (capacity)

I: Interest (concern)

Prioritizing Prospects



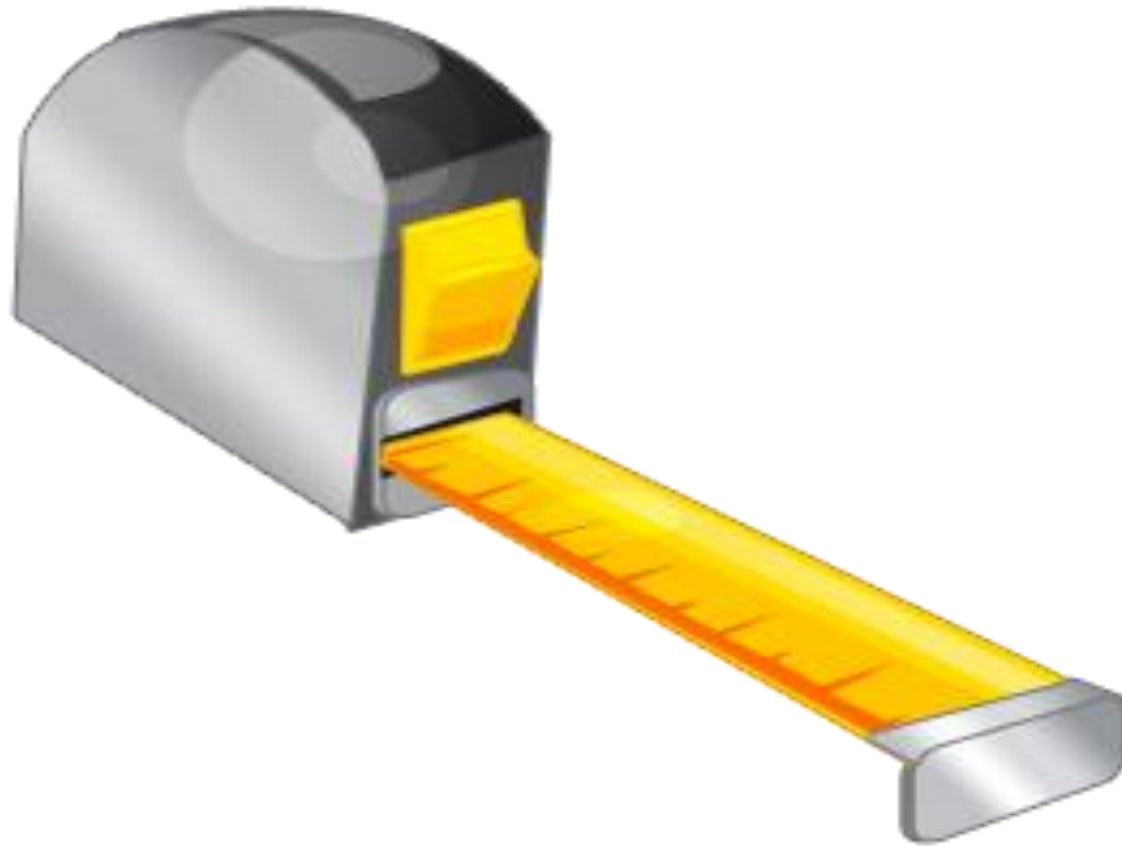
#8 – Know When to Ask?



1. Amount
2. Timing
3. Project
4. Who's Asking
5. Who's Being Asked



#9 – Use Power of the Peer



#10 – Know & Use Your Metrics

Fundraising Metrics

Start with the Nuts & Bolts

- Dollars raised
- Spread of donation sizes
- Average Donation size
- Number of donors
- Renewal rate



Fundraising Metrics

Major Gifts

- Benchmarks
 - \$0.10 - \$0.15 to raise a dollar
 - 1:3 close rate on proposals to qualified prospects
 - 1 FTE can manage 120 qualified prospects
 - 1 FTE can conduct 20-25 moves/month (2-3 asks/month)
- Lead Indicators
 - # of qualified prospects
 - # of assigned prospects
 - Moves per month
 - Close rate
- Lag Indicators
 - # and value of proposals pending/planned
 - \$ pledged





Stay Focused

