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Major Gift Fundraising in a Small Organization

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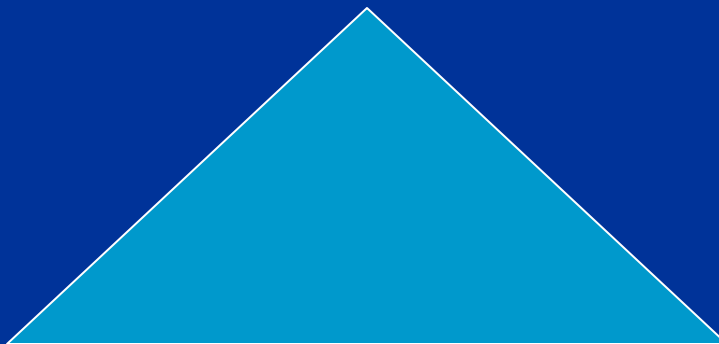


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The Narrowing of the Gift Pyramid

95% of the Money
from 5% of the
Donors?

80% of the Money from
20% of the Donors





What Are Major Gifts?

Is \$10,000 a major gift?

Major Gift Fundraising is:

- Centers on Specific Project
- Focuses on a Small Number of Larger Gifts (Gift Pyramid)
- Includes Gifts from Individuals, Foundations or Corporations
- Solicitation Strategies are Individually Tailored



Elements of a Major Gift Fundraising Effort

- Compelling Case for Support
- Committed Volunteers
- Sufficient Viable Prospects



The Case For Support

- What is a “Case for Support” and how is it used?
- Focus on accomplishments and impact rather than on financials
- The fundraising goal
- Gift recognition opportunities
- How is the Case communicated?
 - Fundraising Publications
 - Existing Publications
 - In Person



Fundraising Volunteers

- Single most significant variable
- The role of volunteers and staff
 - Volunteers' unique perspective
 - Peer to peer
 - Inside information
- Just as important in corp/found calls
- Organizing fundraising volunteers
 - Small is better
 - The Board



“Sufficient Viable Prospects”

- How many are “sufficient?”
 - The Gift Pyramid
 - 3-5 Prospects per Gift Needed
- “Viable:” Prospects vs. Suspects
 - Capacity and Inclination
- Peer Prospect ID and Review
- “Dream Prospect” list



Prospect Research

- Human vs. Technological Sources
- Online sources for doing it yourself



Trends in Philanthropy

- Donors want to be involved, to give more than their money.
- They want to solve problems.
- They are results oriented investors.
- Campaigns are relying on fewer and larger gifts.
- “Total Resource Development”



Challenges?

Case...volunteers...prospects...
now what's going to get in my
way of doing this?