

PARK COUNTY
COMMUNITY
FOUNDATION

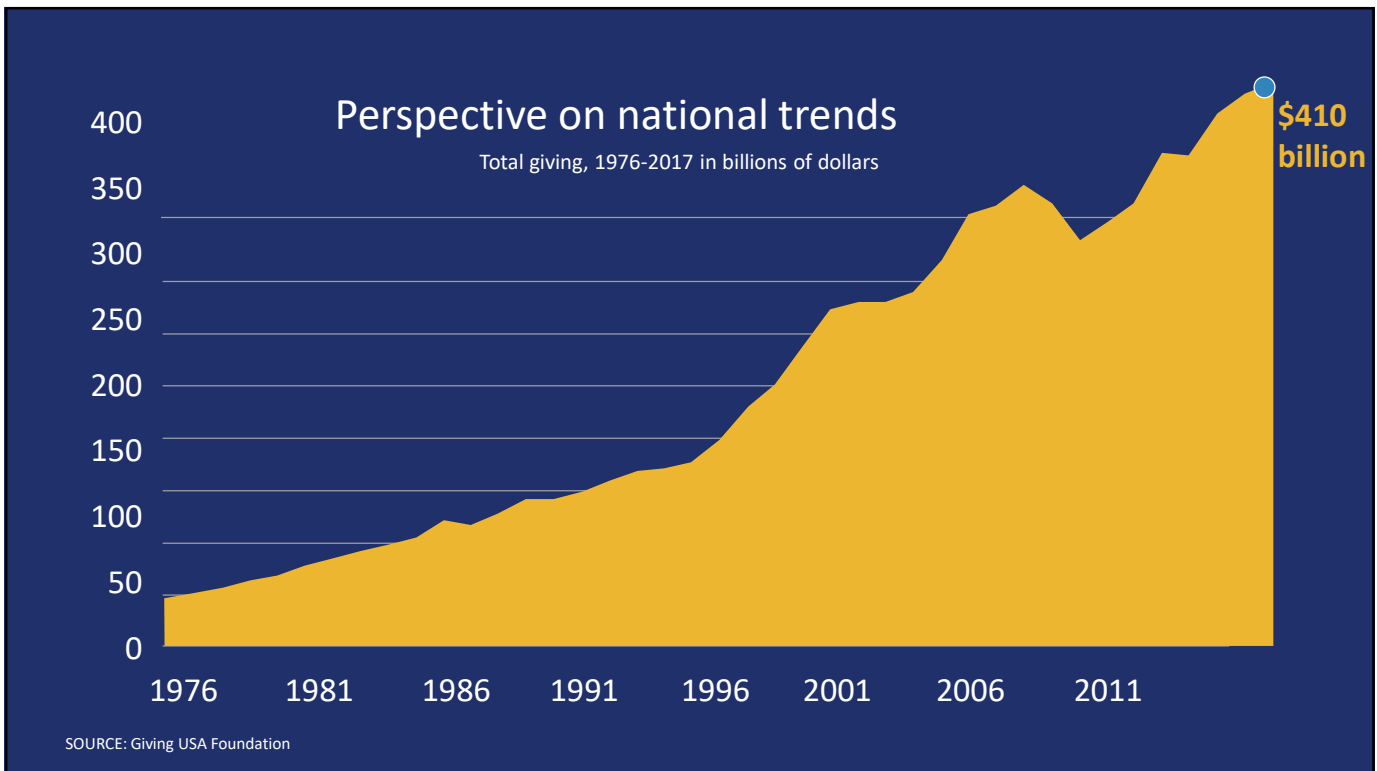


DONOR DEVELOPMENT STRATEGIES FOR MAJOR GIFTS

with Luis Islas
+ 3 Park County Executive Directors

THURSDAY, APRIL 21, 2022

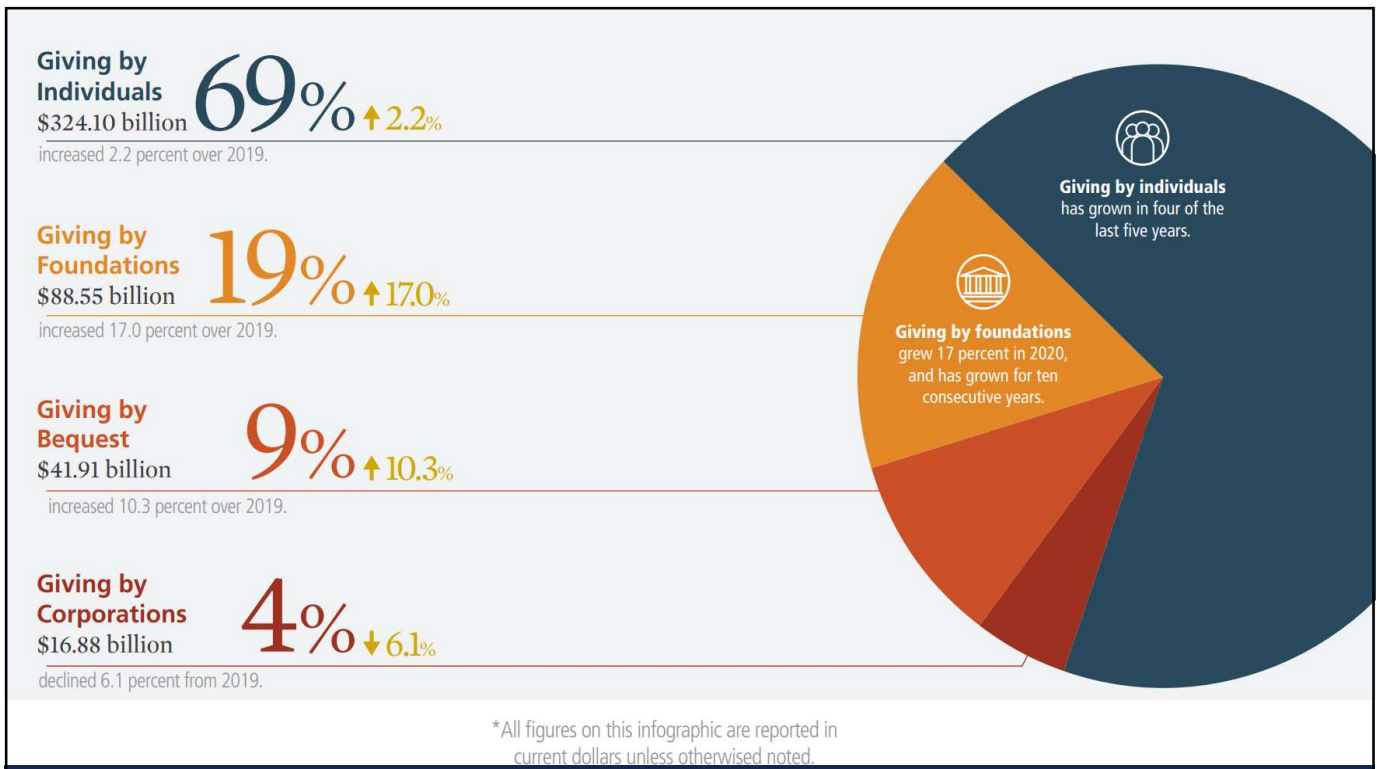
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So What Did We Learn from the Report?

- Initial forecasts of a (pandemic) drop in fundraising did not happen
- Americans are philanthropic - particularly in challenging times or in response to natural disasters.
- Don't shy away from connecting with your donors
- People are motivated to give when provided an opportunity and a case for support
- Individuals remain the backbone of charitable giving



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Why People Make Major Gifts

1. Believe in the Mission
2. Community responsibility
3. Organization is sound
4. Personal connection with the organization or volunteer
5. Respect for leadership, volunteers



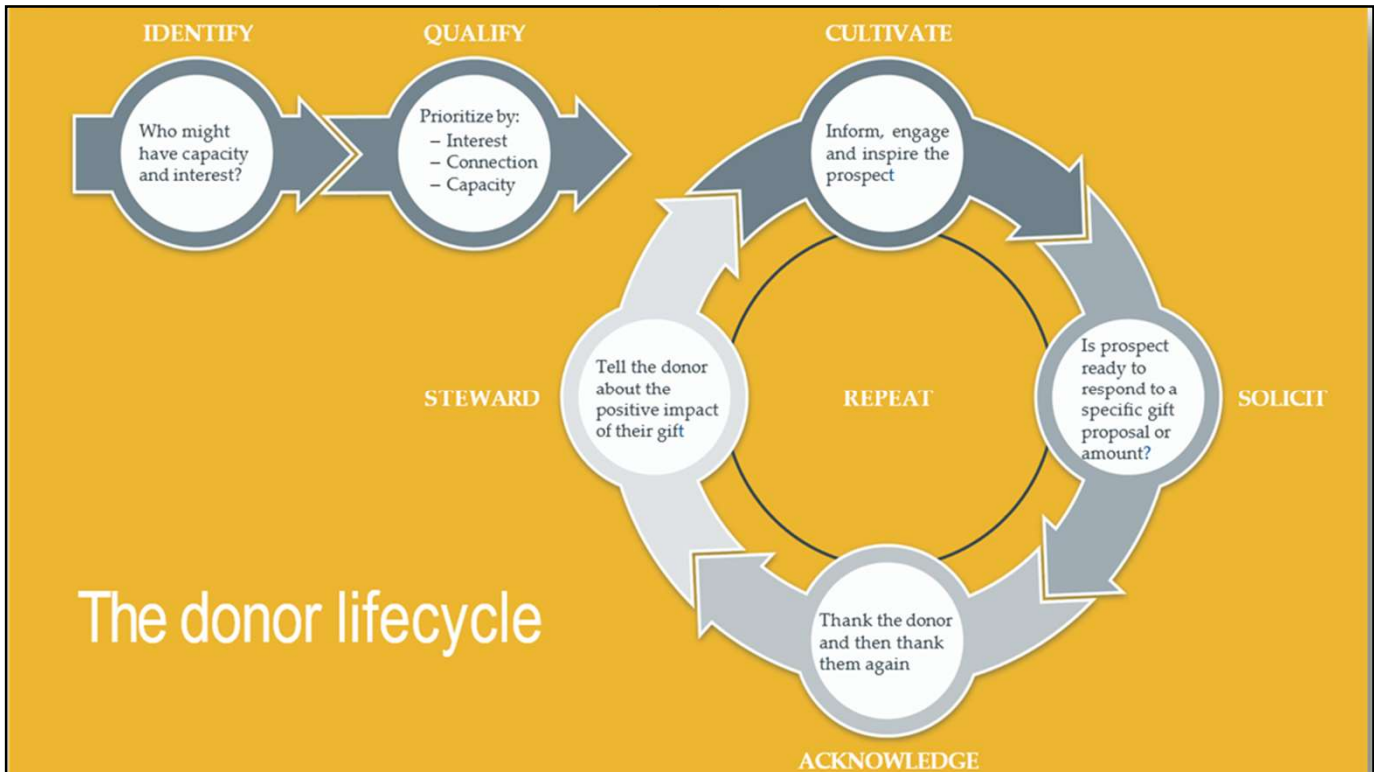
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How to Identify Major Gift Prospects

7 Traits to Investigate

1. Have they given to your organization?
2. Have they donated major gifts elsewhere?
3. Are they involved in nonprofit work?
4. What real estate do they own?
5. What about their stock ownership?
6. Have they made donations to political campaigns?
7. What are their business affiliations?

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6 Tips on Asking for a Major Gift

1. Fundraising is not an end in itself; it's how goals are met.

You offer the opportunity for people to satisfy their personal desire to enact their values. You offer an inspiring investment with a positive social return. Stop thinking of fundraising as a 'necessary evil'; reframe it as a 'way to change lives.'

2. Philanthropy is a "pay it forward" proposition.

It's about the future. It's about assuring your ability to be here for everyone in the community who relies on you. It's about doing what needs to be done to move your mission forward.

Remember you are not asking for yourself – or for the budgetary needs of your organization. You are asking to help improve and save lives... give hope... inspire... soothe.... teach.... create more caring in our community.

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3. A gift to your organization is really a gift through your organization to accomplish a valued outcome.

People don't give to institutions. They give to institutions that deliver on the promise to enact a value they believe is important (e.g., fighting child hunger, improving school nutrition, feeding at-risk seniors, delivering healthy food to all in need; sustaining the arts; furthering social justice; repairing the environment).

4. Don't apologize for asking people to help repair the world.

This is a noble cause. When you walk in the room, you must "take off yourself" and "put on your organization".

- Don't fear rejection.
- You are not begging.
- Exude confidence

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5. Ask for a specific amount.

You are much more likely to get an appropriate gift if you ask for a specific amount. People want to know why you need their gift and how it will be used. "Whatever you can give" is not helpful. Your donor has no idea what will make you happy, and you may not raise enough to get the job done.

6. Silence is Golden

Let the prospect respond. Rarely will you have to wait more than 17 seconds (although it may seem like longer). Count silently under your breath while you wait for your prospect to speak first. Avoid the temptation to jump in and say "If the amount I've asked is too much, would you consider a smaller gift?"

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Questions?

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Fundraising



What my mom
thinks I do



What my friends
think i do



What my donors
think I do



What my board
thinks I do



What my executive
director thinks I do



What I really do.

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