

A network diagram with nodes and connecting lines on a dark background. The nodes are represented by small circles, some of which are highlighted with a white outline. The lines are thin and light blue, connecting the nodes in a complex, web-like structure. A yellow horizontal line is positioned above the text.

# Cultivating Donors toward Bigger Gifts

# Before we start

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Who is your customer?  
Are you prepared?  
Do you have a plan?  
Is your house in order?

○

# What are we selling?

- A staff?
- A facility?
- A program?
- Good feelings?
- A vision?
- A Dream?





# Define your mission and impact:

Clearly articulate your organization's mission, goals, and the impact you aim to achieve. This will help donors understand the purpose and value of your nonprofit.

**You must have a compelling story  
+  
A vision for the future**

- Strategic plan that paints a picture
- Great communication skills
- People want to see growth not maintenance





# Let's Make a Plan

- Who are your major donors?
  - There is a formula
- How many donors can you handle
  - Full Time – 50
  - 20 hours/week – 25
  - 10 hours/week - 12

# Cultivate a relationship

Initiate contact with potential major donors through personalized outreach. Connect with them through networking events, introductions, or mutual connections. Focus on building a genuine relationship based on shared values and interests.



# Arrange a face-to-face meeting

Once you have established a rapport, request a meeting to discuss your nonprofit's mission, programs, and impact in more detail. Be prepared to share success stories, present data, and answer any questions they may have.





# Tailor your proposal

Customize your proposal to align with the donor's interests and priorities. Highlight how their support can specifically contribute to achieving their philanthropic goals and make a significant difference in your organization's work.

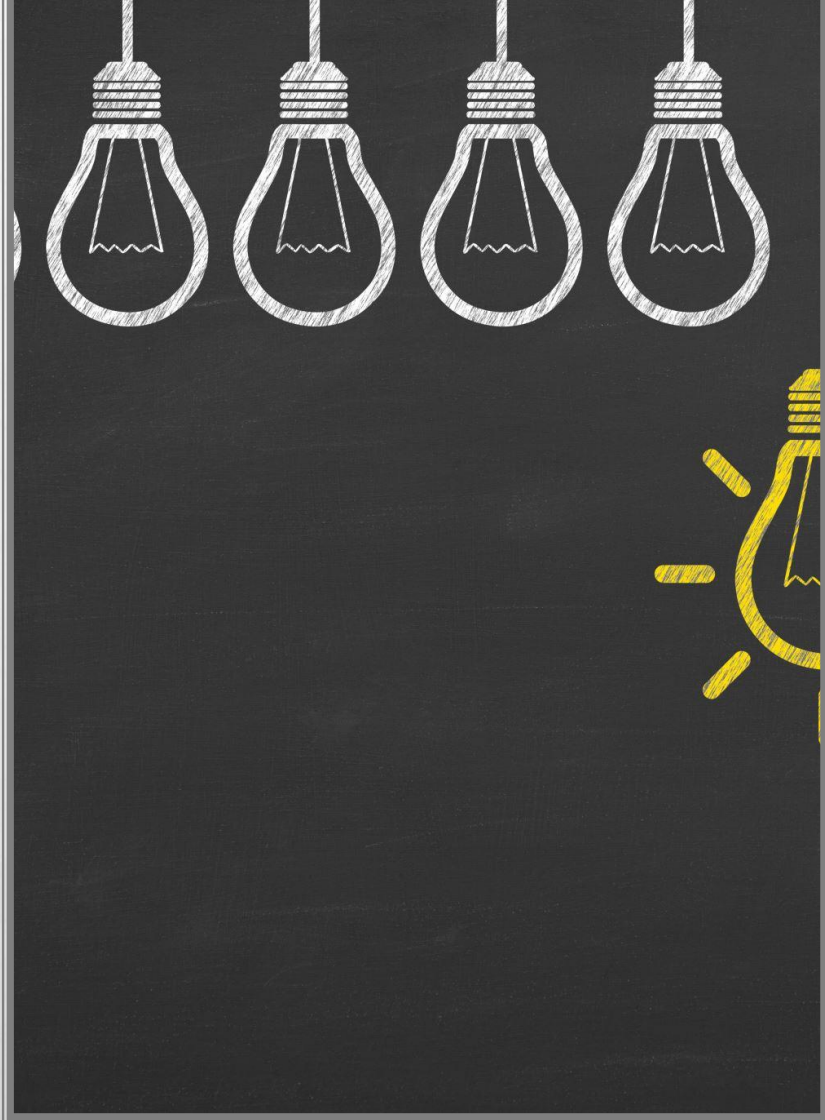


Offer  
recognition  
and  
engagement  
opportunities

Provide major donors with recognition for their support, such as naming opportunities, exclusive events, or involvement in key decision-making processes. Make them feel like valued partners in your organization's success.

# Provide regular updates

Keep major donors informed about the progress and impact of your programs. Share success stories, testimonials, and specific examples of how their contributions are making a difference. Regular communication will help them stay connected and engaged with your organization.

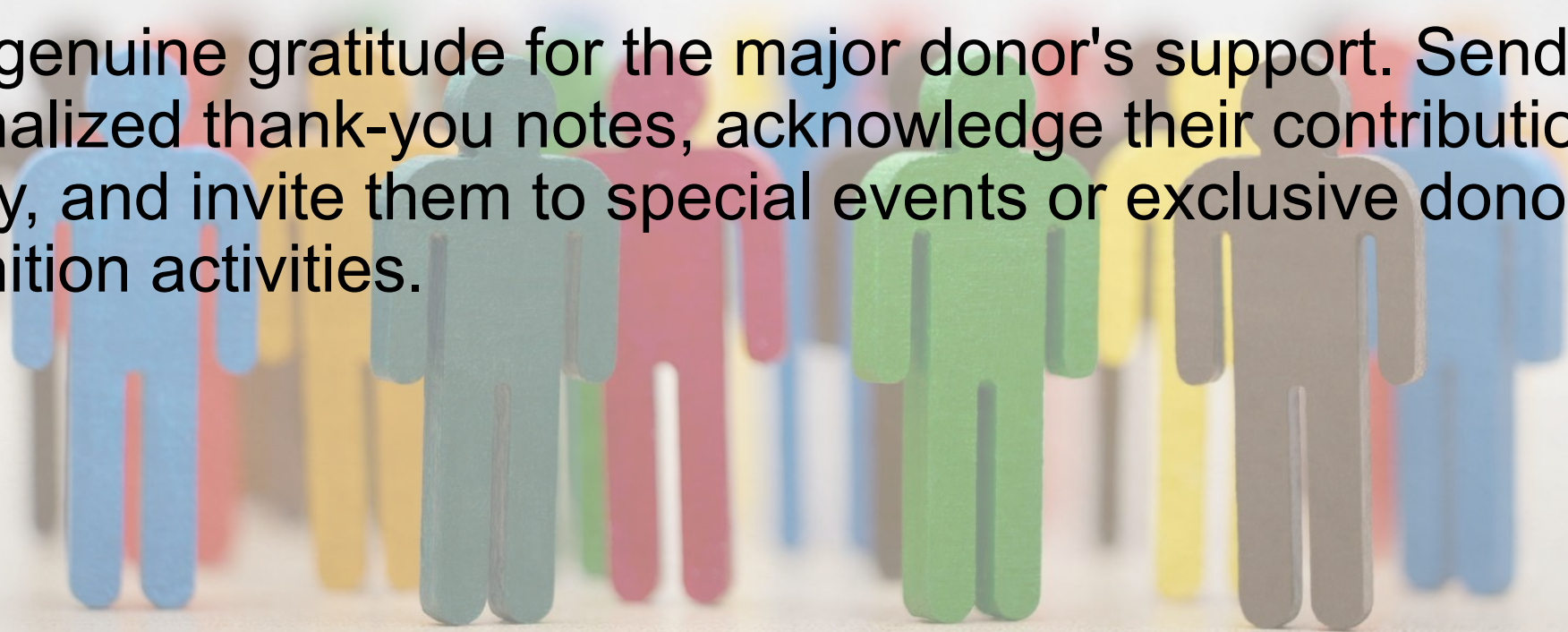


## Involve major donors in strategic planning

Involve major donors in strategic planning: Seek input from major donors on your organization's strategic direction. Their perspectives and expertise can be invaluable in shaping your programs and initiatives. This involvement also reinforces their sense of ownership and commitment to your cause.

# Recognize and appreciate their contributions

Show genuine gratitude for the major donor's support. Send personalized thank-you notes, acknowledge their contributions publicly, and invite them to special events or exclusive donor recognition activities.







## Maintain long-term stewardship

- Cultivating a major donor is an ongoing process. Continuously nurture the relationship by providing regular updates, engaging in meaningful conversations, and demonstrating the impact of their contributions. Treat major donors as long-term partners, not just one-time contributors.



# Remember

Cultivating a major donor requires patience, persistence, and a focus on building genuine relationships. By following this process and adapting it to your organization's specific needs, you can increase the likelihood of cultivating a major donor who is deeply committed to supporting your nonprofit's mission.

