

**epilepsy** *action*



# Major GIFT Fundraising

**Di Flatt**

*Chair, Institute of Fundraising in Yorkshire*

## Major Gift Fundraising

- **What is it?**

Any gift that will make a big difference to your charity is a major gift!

- **Why am I here?** because I want to change the world!

to give you some:

- facts
- figures

to share some thoughts !

**people care !**  
**cause popularity?**

success

insights

management

stories

surprises

knowledge

failure

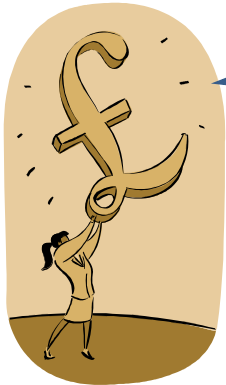
## Major Gift Fundraising

# A Major Donor is . . . . .

*“An individual or family with the potential to make or procure a gift which would have a significant impact on the work being conducted, who is approached and/or cultivated using personal relationship development fundraising techniques for the mutual benefit of the organisation and the donor. The gift may be of capital, revenue, time or influence.”*

## Major Gift Fundraising

Or in other words. . . . .



They are people who are able to give significant money, time or influence to the work of our charities.

We build a relationship with them, and we ask them for the money, time or influence.



When we ask well they often say yes 😊

## Major Gift Fundraising

# • What is it?

Any gift that will make a big difference to your charity is a **major gift!** £1,000 or £100,000 ?

## Current data!

Made up of:

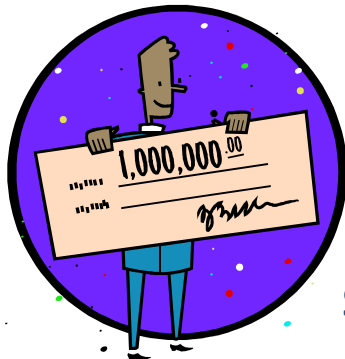
- 83% Individuals (including legacies)
- 13% foundations
- 4% corporates (2010 data)

Fewer and fewer people hold the wealth

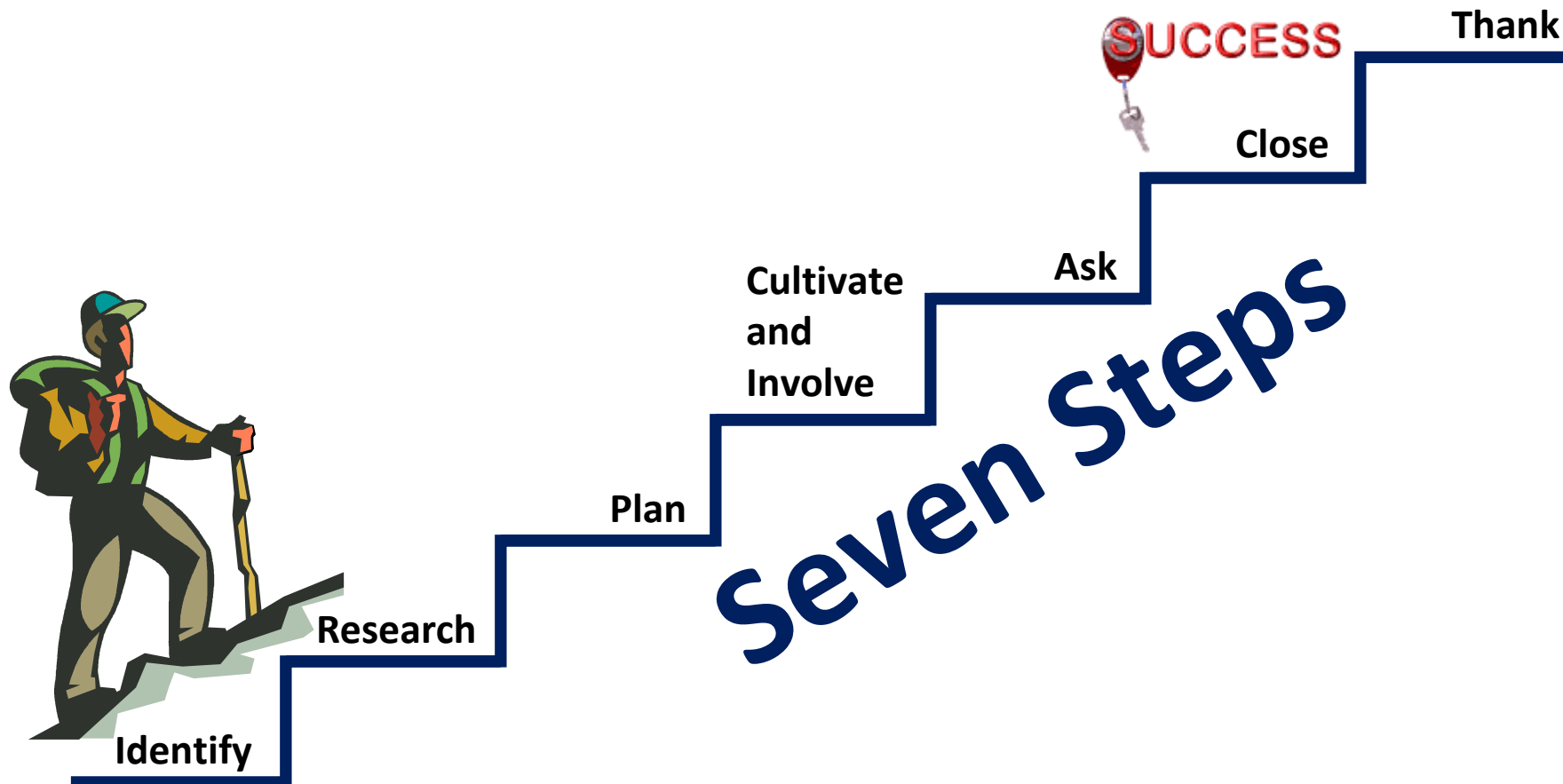
- 90/10 (it used to be 80/20, and before that 70/30)

Number of charities giving to:

**1980's – 5 to 7** **1990's – 3 to 5** **2000's – 2 to 3**



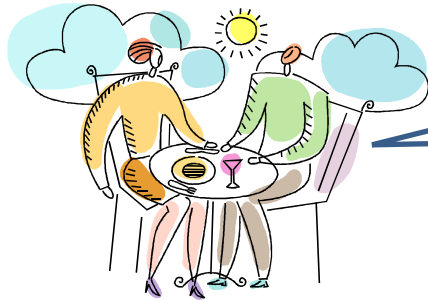
So our people pool is shrinking, AND they are giving to less charities. But where they really care – they give more!



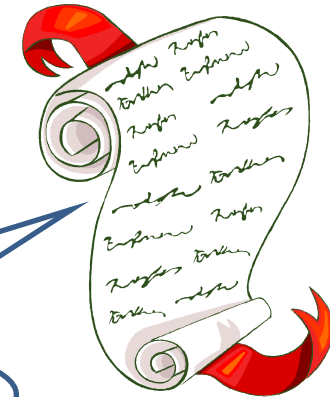
You will read and hear about various different methods of approach!  
Consider what will work best for you.

## Major Gift Fundraising

### • Identify prospects



“So, come on then,  
who knows who?”



- Database/mailing lists
- Current and past donor lists
- Volunteer lists
- Supplier lists - **not to be forgotten!**



- Who has attended events and programmes or conferences?
- Do you have registrations and sign in books?

**Mark all potential prospects on your database so they enter the queue for further research.**

## Major Gift Fundraising

- Research

**capacity to give**



**GIFT ABILITY  
ASK AMOUNT**

How wealthy is your donor?  
What are their other commitments?  
If we do our job well, how much could they give over the next few years?  
How much would be appropriate to ask for next time? **£1,000 or £10,000**

**+ interest**



What connects the person to your charity?  
Is there any reason why they may give (or not give) to your charity?

**Avoid prospect mistakes !**

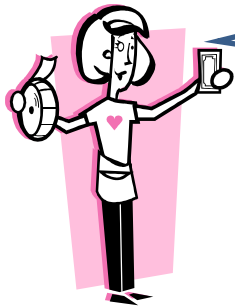
**= a gift**

How much will you ask for? And when? What is your target?

## Major Gift Fundraising

- **Solicitation Plan**

➤ **capacity to give + interest = a gift** ✓



• Choose the right 'fundraiser' !

• Stay focused !



**DO NOT** hold prospect lists that are so long you don't know what to do with them!



## Major Gift Fundraising

- **Involve**

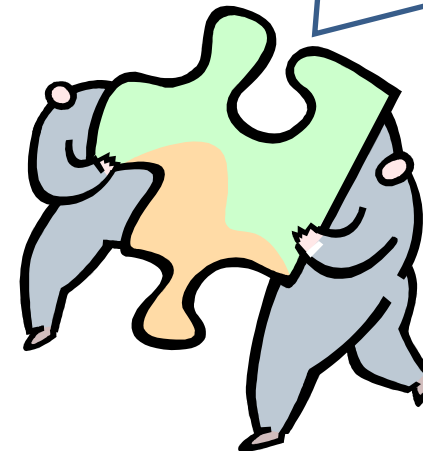


Look for common connections.

Show how they fit into the jigsaw



Invite them in to see what you do for themselves.



## Major Gift Fundraising

- Asking - keep it simple



A Generous gift!

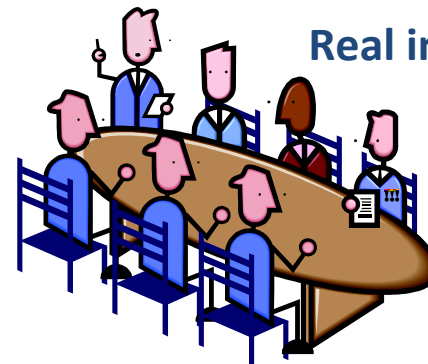
- Close



A willing host.



Introductions.



Real involvement.

## Major Gift Fundraising

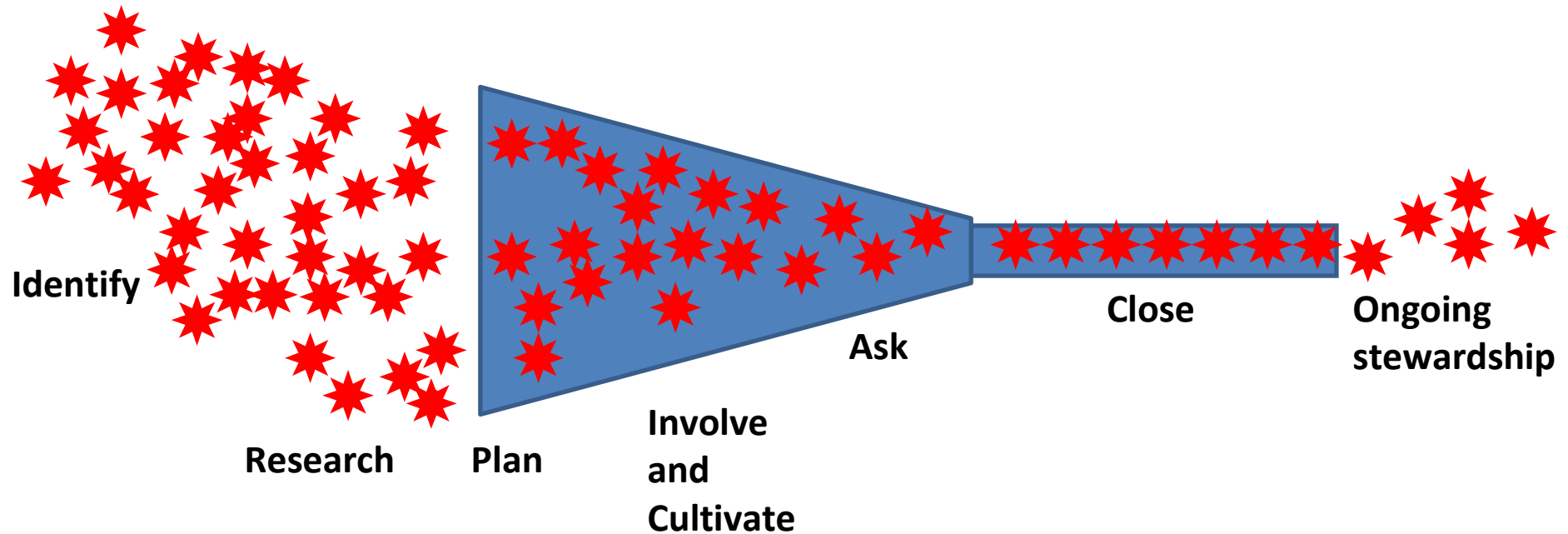
- **So that's it – YOU HAVE DONE IT !**
- **But now what???**

**Ongoing management of your pipeline!**



## Major Gift Fundraising

- Major gift pipeline



## Major Gift Fundraising

### • Ongoing management

#### Things to regularly review

- Do you still have a list of potential donors?
- Who are your potential donors?
- When should you ask them?
- For what?

#### Three principles to adhere to:

1. **Know who can give the most.**
2. **Have one person responsible for ensuring the donor is cultivated and asked.**
3. **Work out the 'range' for each donor: the ultimate gift ability AND the appropriate next ask amount.**

**GIFT ABILITY and ASK AMOUNT are unlikely to be the same.**

#### 5 rights!

- the right person
- is asked by the right person
- for the right amount
- at the right time
- for the right purpose

*It is a well known piece of fundraising wisdom that successful fundraising happens when we get the 'five rights of fundraising' errrrmmm, **right!***

## Major Gift Fundraising

- **Final thoughts . . .**
  - concentrate on those who can give the most!
  - relationships
  - a building of trust
  - hard work, dedication and knowledge
  - careful **and planned** ongoing management

**epilepsy** *action*



## Major Gift Fundraising

- **AND FINALLY !**
- **Thank you for listening!**
- **QUESTIONS?**

**Di Flatt**

*Chair, Institute of Fundraising in Yorkshire*

[dflatt@epilepsy.org.uk](mailto:dflatt@epilepsy.org.uk)

Tel: 0113 210 8826 or 07738 702420