

## **LISA HOFFMAN • COACH • CONSULTANT**

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***HELPING PEOPLE & NONPROFITS THRIVE!***

### **✓ Major Gifts Now: Starting Where You Are**

#### **☐ Leadership:**

- Work with board members, volunteers and staff who are now receptive to major gifts fundraising.
- Cultivate additional leadership through reporting successes, training and education, working through current leadership.

#### **☐ Plan:**

- Keep it simple! One or two pages, including:
  - Goals
  - Simple gift chart
  - Strategies and tactics
  - Timeline

#### **☐ Focus:**

- Determine how many major gifts prospects and solicitors you can work with.

#### **☐ Prioritize:**

- Start at the top -- 80%-20% rule.
- Work inside out:
  - Begin with your board.
  - Work your way out, with current donors, volunteers, close connections with high interest in your organization.

#### **☐ Resources: work with what you've got...**

- Donors
- Board
- Other solicitors
- Adapt existing materials
- Other

#### **☐ Time:**

- Identify activities that can be approached differently or eliminated to free up time for major gifts.
- How much time are you spending on a direct-mail appeal that yields \$5,000?

#### **☐ Motivate:**

- Use goals and goal setting process to educate, and build buy-in and momentum among Board members, volunteers and staff.