

Complex Issues Affecting Major Gifts Fundraising: Donors-Centered Fundraising

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Donors-Centered Fundraising

- Treat donors as investors
- Building relationships is essential
- Let them "touch" what they support
- Involve them in the plan
- Expect them to ask for results



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The Donor Thinks

- Is this an issue that I care about?
- Why?
- So what?
- Should I give? Why?
- Can I trust this organization to address my concerns and objectives?
- What is in it for me?




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Think Customer Relations

Step 1: Involve the donor

- Educate
- Seek advice and expertise
- Identify additional roles beyond the \$\$\$

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Think Customer Relations

Step 2: Show your gratitude

- Written *thank yous*
- A phone call perhaps (couldn't hurt!)
- Who should write and call?

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Think Customer Relations

Step 3: Plan for follow-up communication

- Give donors sense their money is being put to use immediately.
 - Newsletters re: program activities
 - Emails
 - Phone calls
 - Special letters

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Think Customer Relations

Step 4: Plan for ways to have personal interaction.

- Private gatherings
- Progress report phone calls
- Other


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Be Accountable

- Explain how gifts change lives.
- “We used the money like we promised! Great things are happening!”
- Be open and transparent.


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Respect

- The donor’s stated interests
- Established procedures for grant-seeking as well as the “unwritten ones.”
- That donors have the power.

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Time, timing, timetables

- Major gifts take time
- Is it the right time to be raising major gifts—internally and externally?
- Do the donors feel it's the right time to give big gifts?
- How long will it take to raise major gifts needed?



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Fundraising is Building Relationships

Build relationships that will exceed a donor's

- motivations
- agendas
- expectations

If you don't, another charity will.



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Thank You!

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