



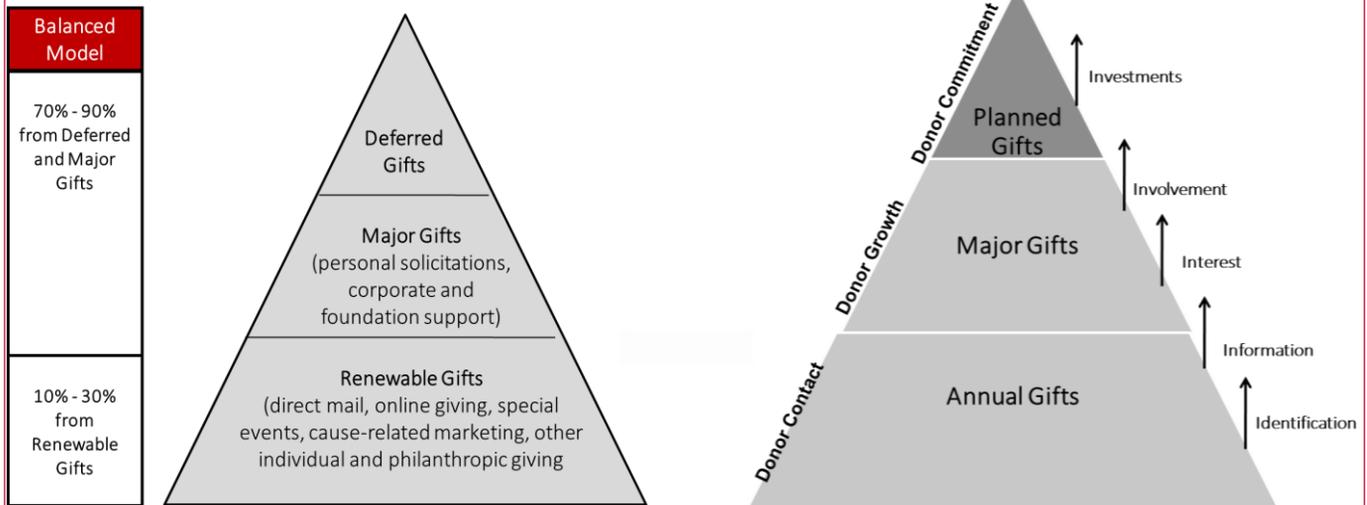
Dear colleagues,

A balanced fundraising model follows the 80-20 rule. 80% of your private funding should come from the top 20% of your donors. This model ensures you receive significant funding from a small and manageable portfolio of your best donors, while still maintaining a renewable base which can serve as your pipeline. While it can be tempting to only solicit major gifts, large foundation grants, and significant corporate partnerships, it's important to remember the value in a sustainable base of smaller gifts – direct mail, online donors, small foundation grants, and event sponsors. If properly stewarded, smaller, renewable contributions can be the start of a larger, more long-term partnership.

- Dennis G. Serrette
Senior Vice President, Partnerships and Advancement



Balance Fundraising Model



Benefits of Annual (Renewable) Gifts

Annual Gifts are the foundation of any organization's fundraising efforts. They are the smaller or "starter" gifts that are renewable year over year, and are generally received by way of direct mail, online giving, special events, cause related marketing, smaller corporate gifts, smaller foundation grants, and matching gifts. While annual gifts only generate 10-30% of your private fundraising, they are critical to building your donor base. An Annual Giving Program can:

- Contribute to funding your day-to-day operational expenses.
- Help identify major and planned gift prospects for cultivation.
- Raise unrestricted revenue for the organization.
- Generate excitement about the organization's mission through special events.
- Build donor loyalty through regular lines of communication.
- Help acquire new donors and renew gifts from existing donors.
- Cultivate donors to upgrade gifts.



Building a Major Gift Program

While annual gifts are critical to maintaining your donor base, a Major Gift Program can provide 70-90% of your private fundraising from just a small number of donors. Major gifts are significant contributions from individuals, corporations, or foundations which are strategically cultivated and personally solicited.

If your affiliate is in need of a Major Gifts Program, consider these 10 strategic steps:

1. Plan and set goals
2. Establish policies
3. Dedicate staff to major gifts
4. Create the tools you need
5. Prioritize top prospects
6. Build a prospect pipeline
7. Assemble a donor relations plan
8. Create major gift strategies
9. Train solicitors
10. Raise major gifts!

The guiding principles of major gifts include:

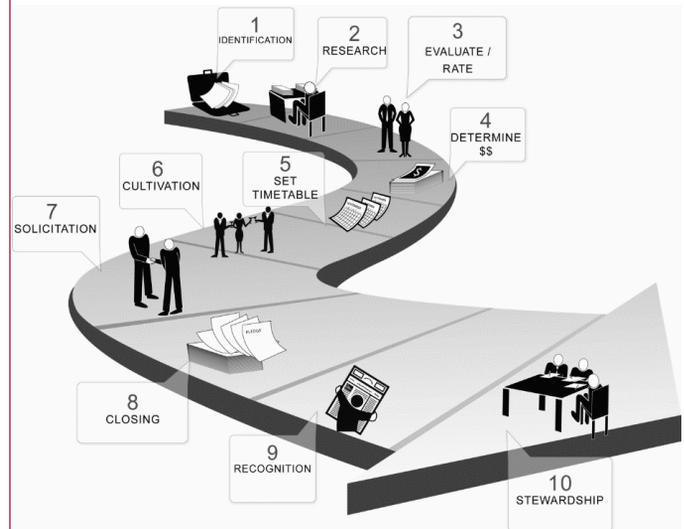
- People give to:
 - A meaningful mission
 - People, most often peers
 - Because they are asked
- Design a personalized and unique approach
- Always request a specific amount face to face
- Prospect-solicitor relationship is paramount
- Major gifts are 90% preparation and 10% request.

Major Gift Solicitation Process

A major gift strategy is the intentional process of identifying your most capable, ready prospects and determining the best approach to:

1. Secure the largest gift possible
2. Open the door to your next request.

The 10 steps of a solicitation strategy include:



Major gifts are a cost-effective and impactful opportunity for donors to invest in your mission. A well-researched and thoughtful strategy will demonstrate that your affiliate knows and listens to its supporters, anticipates questions before they're asked, and increases the likelihood of success.

Resources



Listen to our recorded webinar, "**Developing Solicitation Strategies**" [HERE](#).



Download the **Comprehensive Solicitation Guide**, a complete tutorial for how to solicit major gifts and how to handle responses [HERE](#).



Executive Fundraising Academy

27 Courses



Project Rock Toolkit

62+ Downloadable Documents



Project Rock Hotline

100+ Callers



Project Rock Newsletter

430+ Recipients



Project Rock Advantage

16 Alumni Affiliates