

# Developing a Mindset for Major Gift Success

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# Major Gifts *Mystique*

You know you want to ask for  
major gifts..... but are you?  
..... will you?

**Here's why you SHOULD**

# New Model of Giving

## *THE COMMUNITY FUNNEL*



# Barriers and How to Counter

- ▶ Lack of support from leadership
- ▶ Lack of time
- ▶ Fear
- ▶ Other?

# Why is Solicitation Difficult?

- ▶ Cultural beliefs, money practices
- ▶ Perceived as rude, inappropriate
- ▶ Fears of asking:
  - Violent reactions; donor had a bad experience
  - Rejection/failure
  - Impact on friendship
  - Quid Pro Quo

# Fear of Asking

- ▶ Violent reactions to request (tossed out of room, yelling, etc.)
- ▶ Rejection / failure
- ▶ Impact on friendship
- ▶ Quid pro quo

In planning for battle I have always found that plans are useless. But planning is indispensable.

- Dwight D. Eisenhower

# Overcoming Fears: Have a Plan

- Start with prospects/not just anyone
- Who are prospects?
- Meet ABC: Ability, Belief and Contact
- Ranking of ABC: Contact - #1; Belief - #2; Ability - #3
- Research prospect's ability to give
- Develop prospect records using information
- Determine who will solicit



# Be Prepared

- ▶ Know your donor prospects
- ▶ Train your co-solicitor

# Logistics of the Ask

- ▶ Start with low-hanging fruit to build confidence
- ▶ Send advance letter requesting appointment
- ▶ Call to make appointment
- ▶ Make the case during meeting
- ▶ Make the ASK

# Logistics of the Ask, part 2

## ▶ Anticipate responses/reactions

Yes: complete the gift agreement/secure terms

Yes, but amount is too large:

- would a pledge over x period of time work?

Need to think about it:

- what information would be helpful?

Ask spouse/partner:

- respect that, more information needed?

No:

- respect that, might a later time work?

**Send a thank you!**

# Give it a Try!

**Solicitor:** You are raising funds to support your organization's \$10 million campaign to build a community library in New Kensington. Your solicitation will be of a longtime donor whose most sizeable gift was two years ago in the amount of \$100,000 to support a community library in Jeannette. Based upon your research and the donors level of engagement, you are going to solicit this donor for \$500,000 for a lead gift for the campaign.

**Donor:** You grew up in Jeanette where you still have family and a successful business which you recently sold for \$7 billion. You have been actively engaged in the library project in New Kensington, you recently went for a tour and then offered future assistance. You get to choose your response. You can say yes or no and give reasons for your answer - or not. Push the solicitor in making his/her best case!

**Both:** Ask questions and interact.

Questions?

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