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# Major Gift Fundraising

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**The Richard Stockton College of New Jersey**

PUBLIC RELATIONS COUNCIL OF GREATER ATLANTIC CITY

**Slide 1**

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**PF1**

Peg Firoe, 10/26/2010

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### Major Gift Process

- Identify potential major gift donors;
- Determine their level of interest;
- Cultivate them;
- Set up a briefing to discuss a specific project or campaign;
- Plan your strategy;
- Make the ask;
- Discuss recognition;
- Document the gift;
- Stewardship.

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### Plan your Strategy

- Who is the best solicitor?
- Are you meeting with the person who makes the gift decision?
- What program/project are you discussing?
- How much should you ask for?
- Is the donor/prospect interested in a naming opportunity?

### Make the Ask

- Face-to-face, rarely by letter or telephone.
- If attending with someone else from your organization, determine who will ask and at what point in the conversation.
- If the prospect says, "So what can I do for you?" be prepared to respond with the ask.
- Present the case for support.

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## Questions to ask a donor/prospect (Practice *active listening*; *let the donor speak!*)

- How do you feel overall about our organization?
- What is it about our organization's mission that holds meaning for you? Why?
- Did you enjoy the (recent event)?
- How well do you feel your gifts to our organization have been managed?
- Are you aware of our mission's funding priorities?
- Is there a particular program/project that interests you most?
- When you receive communications from us (direct mail, email, phone calls, newsletters), what do you find most effective/helpful? What is it that you like? Where do you prefer to be contacted (home or office)?

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### Key Words and Phrases to Make the Ask

- “Would you consider a gift of \$1,000 a year for the next three years?”
- “We are asking you to consider a leadership gift of \$10,000 per year for the next five years.”
- “I’m going to ask you to consider two things: making an extraordinary gift and making it a timely gift so it has the greatest impact.”
- “We are speaking to a handful of our closest friends with the capacity to invest at leadership levels in a range of \$100,000 and above.”
- “Would you consider naming our facility with a gift of \$1 million.”

AFTER THE ASK, BE **QUIET** AND WAIT FOR A RESPONSE!  
DO NOT INTERRUPT!

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### WHAT DO YOU SAY TO RELUCTANT DONORS?

- Why us? Who else have you asked? *We need your leadership support at this critical time. We are talking to XYZ's closest friends and supporters.*
- We need more time to consider. *That's understandable. What other information do you need? Can I contact you again in the next few weeks?*
- We have some concerns. *Is it the amount? If money were not the issue, what concerns do you have?*
- I don't think I can give that much. *You've been a loyal, longtime supporter. We were certain you felt positive about our vision and our work. Based on your previous support we honestly thought that \$xxx was just about the amount you would want to give. (Multiply donor's annual gift by 10 for a campaign gift level.) Is there an amount that is more comfortable for you?*
- We have too many other commitments. *If it's the timing, don't worry about that, we can work that out.*

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FINAL EXAM QUESTION:

What is the number one reason  
why people don't give?

They weren't asked!