



MAJOR DONORS

HOW TO GET THEM – HOW TO KEEP THEM

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January, 2016

Number of Gifts	Gift Category	Total Dollars	Cumulative Dollar Total
<u>Leadership</u>			
1	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000
2	\$ 500,000	\$ 500,000	\$ 1,500,000
3	\$ 250,000	\$ 750,000	\$ 2,250,000
4	\$ 100,000	\$ 400,000	\$ 2,650,000
<u>Major Gifts</u>			
8	\$ 50,000	\$ 400,000	\$ 3,050,000
14	\$ 50,000	\$ 700,000	\$ 3,750,000
20	\$ 25,000	\$ 500,000	\$ 4,250,000
25	\$ 15,000	\$ 375,000	\$ 4,625,000
30	\$ 10,000	\$ 300,000	\$ 4,925,000
Many	Less than \$10K	\$ 75,000	<u>\$ 5,000,000</u>



Donor Fatigue



Step One – Sniff ‘em out



Step Two – Fetch



“Get Lost” Gift



Biggest Major Donor Turn-Off



The Ask in Sheep's Clothing

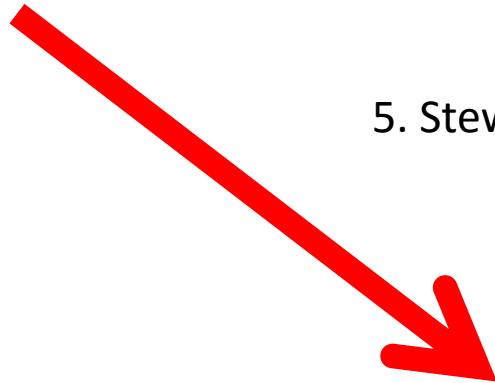
The Secret Sauce

1. Identify Potential Major Donors



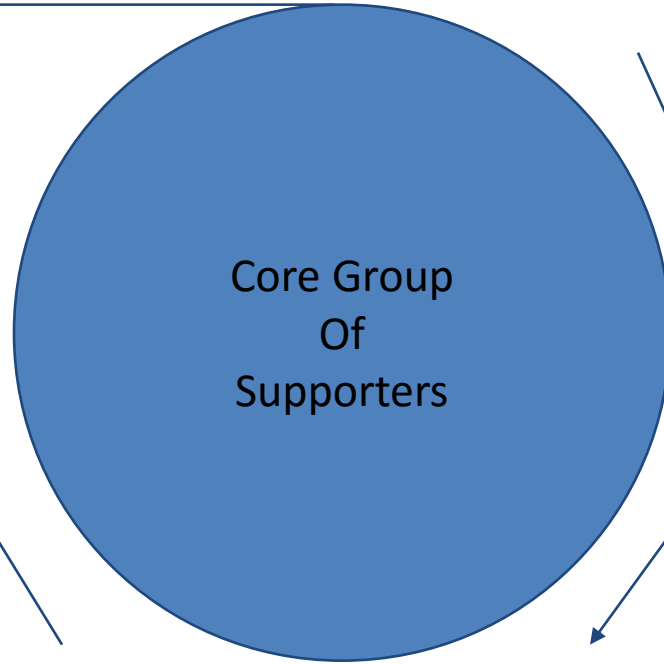
2. Cultivate & Involve

Sniff 'em out



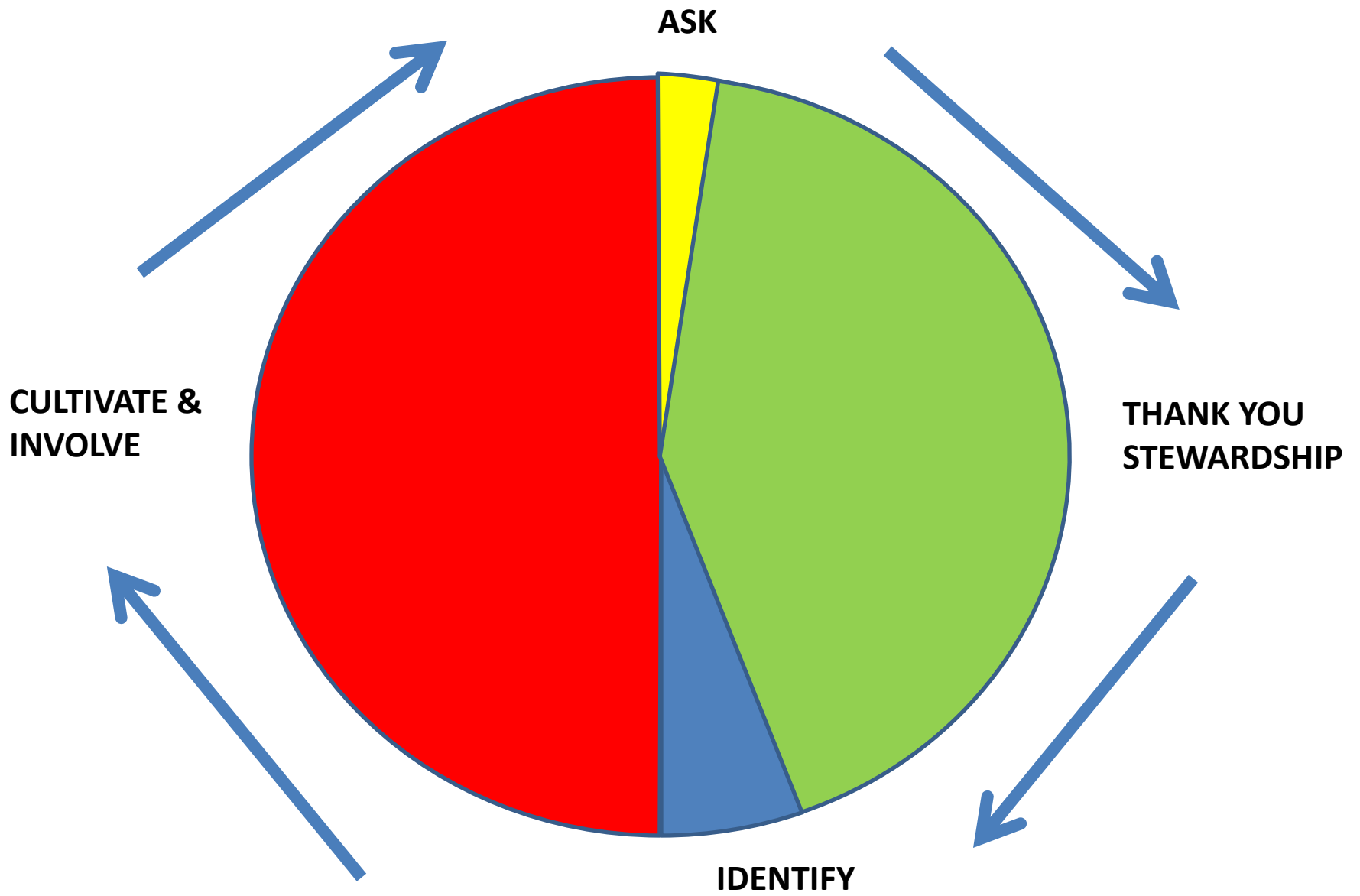
5. Stewardship

Fetch



3. Ask for Support

4. Thank you!!
Thank you!!
Thank you!!



Where do I find potential major donors?

WARM

- Existing Donors
- Associates/Friends/ Families of Existing Donors
- Former Clients, Students, Patients
- Patrons of Special Events
- Former Board Members or Committee Members
- YOUR BOARD MEMBERS' RELATIONSHIPS**

COLD

- Newspaper
- Annual Reports
- Telephone Directories
- Business Listings



CULTIVATION TOOL BOX

- **Tours**
 - What would you like to see
 - How much time do you have
 - Make them fun
- **Private Receptions**
 - There IS a free lunch
 - Location, location, location
 - Don't keep them on their feet
- **Round Table Discussions**
- **ONE ON ONE CONVERSATIONS**



Purpose of major donor meetings

- **Teach them about the business you're in**
- **Learn about their philanthropic priorities**
- **Set the next meeting**



Biggest Obstacle - Getting the Meeting

(Hint – Begging doesn't work)

- **Send the right person**
- **'Thank you for your gift. I'd like to update you on what's happened since.'**
- **'I'd like to introduce you to our (new Chairman,' counselor, teacher, graduate etc. ...)**
- **'I'd like your opinion on something'**
- **Smile on the phone**
- **Listen carefully – be flexible**



How to bore a major donor

- Take too long
- Do all the talking
- Take no interest in them



Power Questions

- What do you think about...?
- What should we do...?
- What's important to you?
- What are you most passionate about?
- Are there others who might be interested in our mission?

Share a little and stop....

Share more and stop.. ...

Only proceed where he is interested.

FRIENDS
FOREVER



DATA IS KEY

Major Donors as House Accounts

Donor Name:

Contact:

Giving History:

Interests:

Meetings:

Cultivation Strategy:



- Birthdays
- Grandchildren
- Honors
- Vacations

Stewardship

What do donors want to know?

- There are good people leading your charity
- The business plan/model makes sense (an argument that holds water)
- Their gift will impact something they care about
- The goals are reasonable
- There's a track record



Do I believe they can do what they say they will do?

REPORT BACK

Private Letter to Major Donors

Testimonials / Stories

Private Tours

Invitations

A+

How to Write a Dynamite Thank You Letter

1. Be prompt
2. Be personal
3. Be friendly
4. A little emotion is good
5. Send a real letter
(not a preprinted card)
6. Refer to past gifts
7. Sign the letter at the bottom
8. Send more than one thank you
9. Send a letter from a client
10. Confirm purpose of the gift





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Thank you so all you have done
for us. I truly appreciate all that
you do for our school



To Cristina Wineinger
With Your Guidance Our Future
Is Clear & Bright

Bermuda National Gallery
March 2001

- Dream Big
- Plan Carefully
- Ask Graciously





Resources

- 'Transforming Ordinary People into Fundraising Superheroes!'
by Carol Weisman, MSW, CSP
- 'The 11 Questions Every Donor Asks'
by Harvey McKinnon
- 'Donor Centered Fundraising – How to Hold on to Your Donors and Raise Much More Money' by Penelope Burk
- Cristina Wineinger – Wineinger & Associates Ltd.
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