



GROWING PHILANTHROPY WORLDWIDE

## *Major Gift Fundraising*

Shepherd's Centers of America

**Mark Stubbs**

*Senior Vice President*

November 4, 2014

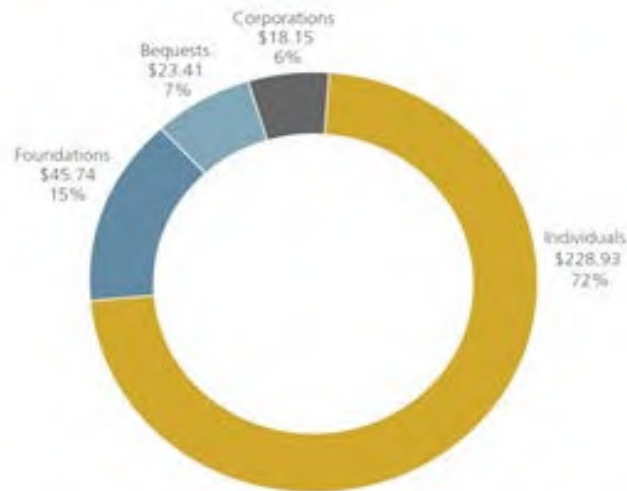
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# Philanthropic Trends

2012 Contributions: \$316.23 billion by source of contributions  
(in billions of dollars – all figures are rounded)

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Source: Giving USA Foundation™ / GIVING USA 2013

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# Nine Views of Philanthropy

1.

**Nobody wants to  
give money away**

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# Nine Views of Philanthropy

2.

**Thousands of people  
want to change  
people's lives**

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# Nine Views of Philanthropy

3.

**All the money  
in the world**

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# Nine Views of Philanthropy

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**4.**

**Listen to  
your donor**

# Nine Views of Philanthropy

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**5.**

**View everyone  
as a prospect**

# Nine Views of Philanthropy

6.

**Show how your  
project has impact**

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# Nine Views of Philanthropy

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7.

**Have passion  
for the cause**

# Nine Views of Philanthropy

8.

**Make your  
expectations  
known**

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# Nine Views of Philanthropy

9.

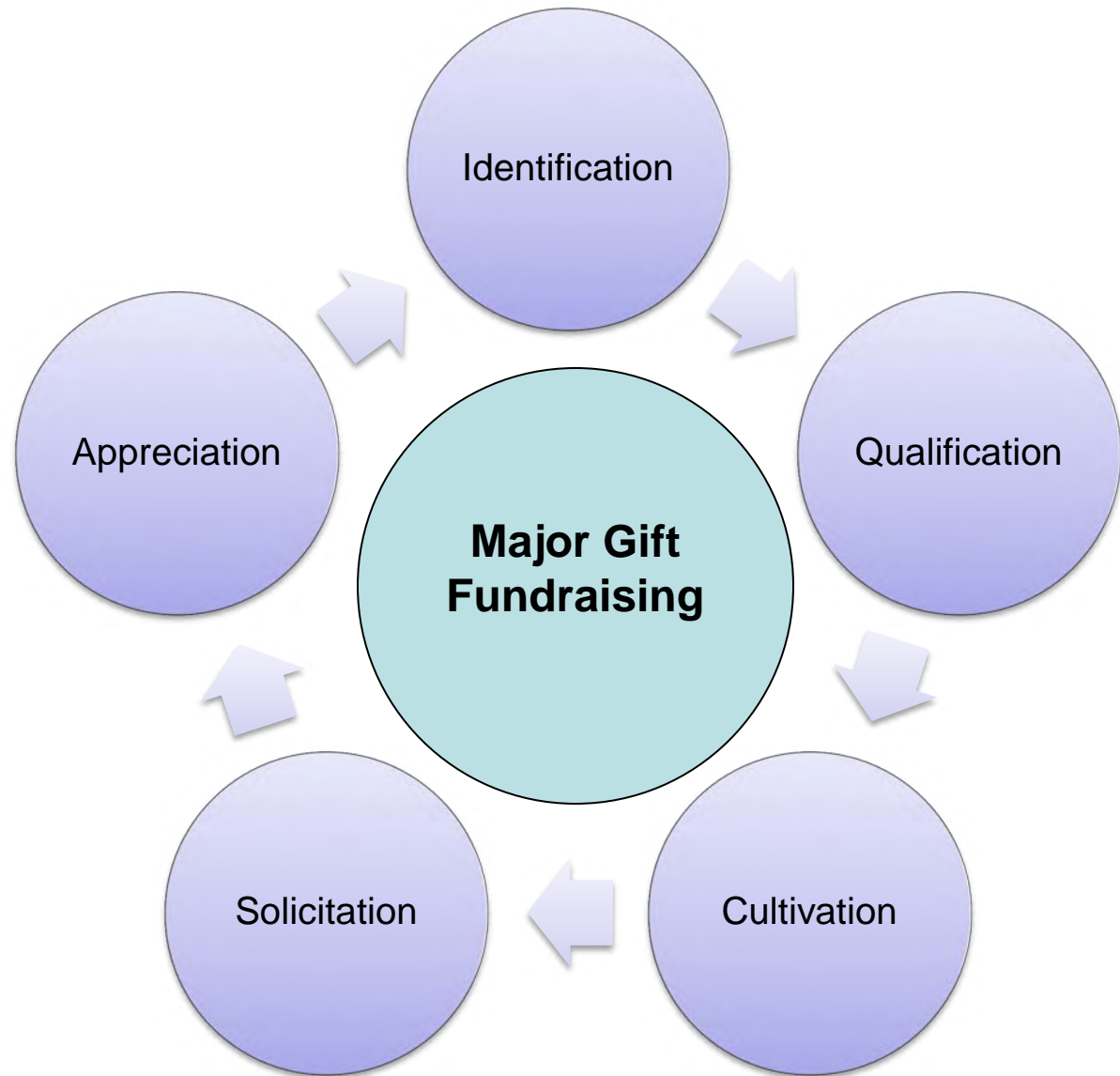
**Stay close to your  
mission**

  
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# Major Gift Fundraising

CAPACITY

+

INTEREST

=

GIFT

(With a charitable desire)

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# The Movement of Solicitation

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# Identifying Prospects:

## *Who Cares?*

- **Individuals**
  - Previous donors
  - Volunteers
  - Board members (current and former)
  - Employees (current and former)
  - Event participants
  - Grateful program participants
  - Parents and other relatives
  - Prominent area families
  - Others? \_\_\_\_\_

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# Identifying Prospects:

## *Who Cares?*

- **Corporations**
  - Previous donors
  - Board and trustee affiliated corporations
    - Matching gift programs
  - Vendors
  - National corporations with local operations
  - Local independent companies
  - Others? \_\_\_\_\_

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# Identifying Prospects:

*Who Cares?*

- **Foundations**

- Previous donors
- Board and trustee affiliated foundations
- Local foundations
- National foundations with matching giving interest
- Others? \_\_\_\_\_

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# Profiles of Major Donors

- The Caterpillar distributorship owner
- The technology company officer
- The retired parts manager
- The retired school teacher

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# Cultivation:

## *Mutual Learning*

Strategies:

- Share the case for support
- Share news
- Invite to coffee, lunch or dinner
- Host event in home
- Look for the next step
- Talk about impact of gifts
- Meet volunteer or staff
- Have a conversation
- Other? \_\_\_\_\_

  
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# Solicit the Gift:

## *Provide the opportunity*

- Strategize:  
Who, How, When, How Much?
- Make your gift first
- Practice, Practice, Practice
- Emphasize impact:  
This is not about money
- Be fearless:  
This is not about you

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# Solicitation

- Gift solicitors will have their own style and relationship with prospect
- Prospects will have unique interests and personalities
- Each solicitation is different

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# Appreciation: *It's a Gift*

## Strategies:

- Call right away
- Send handwritten notes from leaders
- Handwritten notes from those served
- Remind about impact
- Send pictures
- Recognition/Naming
- Be personal - unique
- Other?

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# Attitude is Everything

Pessimism produces energy wasted in excuses for low contributions.

Optimism breeds creative thinking, new solutions to challenges, and goals that succeed.

James Minninger, Ph.D.  
Past President of LCC International University

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Questions?

Comments?

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# Thank you.



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