AGENDA

- Finding Major Donors
- Cultivating Major Donors
- Q&A
FIRST THINGS FIRST

CHANGE YOUR MINDSET
FINDING MAJOR DONORS

Current and past donors
FINDING MAJOR DONORS

- Current and past donors
- Philanthropists
- Donors to other organizations
- Board members
- Philanthropists
- Business owners
- Prominent community members
FINDING MAJOR DONORS

Current and past donors

Donors to other organizations

Philanthropists
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FINDING MAJOR DONORS

Current and past donors
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### Finding Major Donors

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Now What?!!
CULTIVATING MAJOR DONORS

Prepare yourself

- Determine ask amount
- Prepare talking points
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Do the research
- Wealth screening
- Past interactions
# CULTIVATING MAJOR DONORS

**Prepare yourself**
- Determine ask amount
- Prepare talking points

**Do the research**
- Wealth screening
- Past interactions

**Focus on the relationship**
- Listen
- Listen
- Listen
CULTIVATING MAJOR DONORS

Prepare yourself
• Determine ask amount
• Prepare talking points

Do the research
• Wealth screening
• Past interactions

Focus on the relationship
• Listen
• Listen
• Listen

Keep in touch
• Update on progress
• Remember their interests
WHEN YOU ARE OVERWHELMED…

- Start with thank you
- One donor at a time
- Focus on research...a little
- Spend time with donors
- Learn how to qualify
- Be socially aware
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