



PILOT PEAK
CONSULTING

FINDING AND CULTIVATING MAJOR DONORS

OCTOBER 18, 2018

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





FINDING MAJOR DONORS

Current and
past donors



FINDING MAJOR DONORS

Current and
past donors

Philanthropists

FINDING MAJOR DONORS

Current and
past donors

Donors to
other
organizations

Philanthropists



FINDING MAJOR DONORS

Current and
past donors

Donors to
other
organizations

Philanthropists

Business
owners



FINDING MAJOR DONORS

Current and
past donors

Donors to
other
organizations

Board
members

Philanthropists

Business
owners



FINDING MAJOR DONORS

Current and
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Donors to
other
organizations

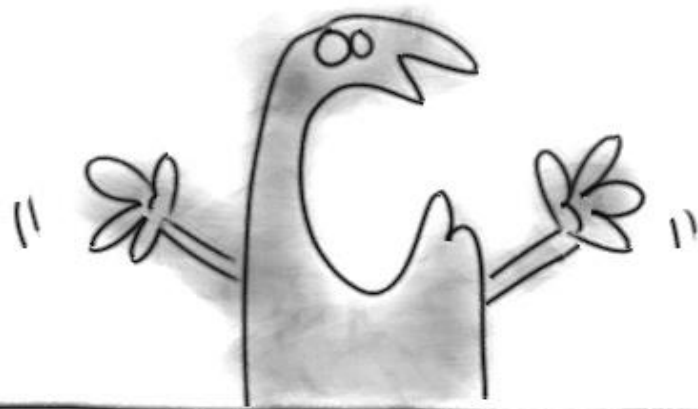
Board
members

Philanthropists

Business
owners

Prominent
community
members

Now What?!!





CULTIVATING MAJOR DONORS

Prepare yourself

- Determine ask amount
- Prepare talking points



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Do the research

- Wealth screening
- Past interactions



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Focus on the relationship

- Listen
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- Listen



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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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