

### 4 Simple Steps to Raising Major Gifts Virtually and In Person



Amy Eisenstein, ACFRE  
AmyEisenstein.com  
CapitalCampaignToolkit.com



---

---

---

---

---

---

---

---

1

### What's Stopping You?

**What is preventing you from raising major gifts (prior to and during Covid)?**

---

---

---

---

---

---

---

---

2

### Good News!

**\$\$\$'s has been raised virtually this year!**

---

---

---

---

---

---

---

---

3

## Fundraising Myth

Everyone Gives the Same Amount

4

---

---

---

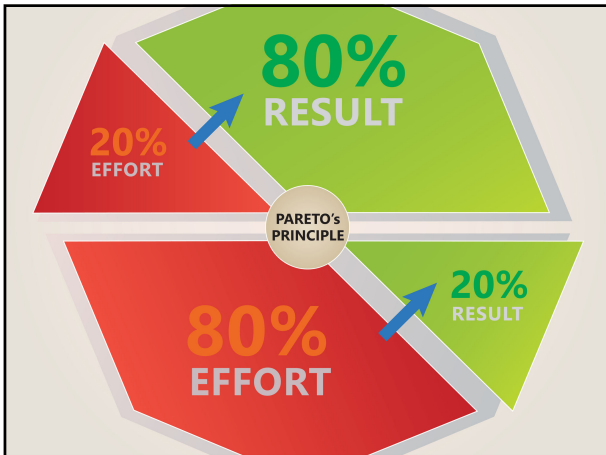
---

---

---

---

---



5

---

---

---

---

---

---

---

---

## Gift Table: \$100k

Number of Gifts	Gift Amount	Cumulative Gifts	Percent of Goal
1	\$20,000	\$20,000	20%
2	\$10,000	\$40,000	40%
3	\$5,000	\$55,000	55%
6	\$2,500	\$70,000	70%
15	\$1,000	\$85,000	85%
30+	<\$500	\$100k	100%

6

---

---

---

---

---

---

---

---

**Poll**

How big is a major gift?

- A. Under \$1,000
- B. \$1,000 - \$5,000
- C. \$5,000 - \$10,000
- D. Over \$10,000

---

---

---

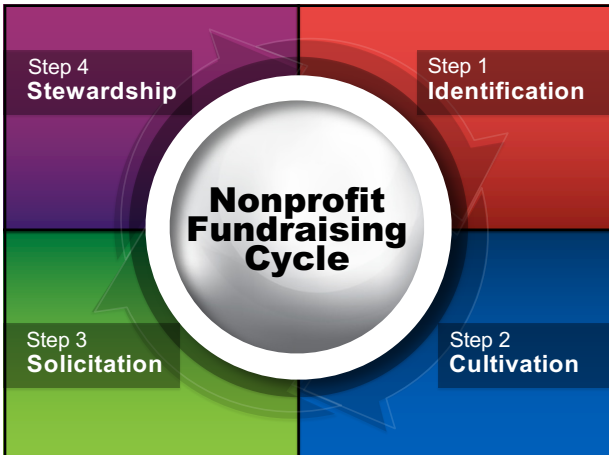
---

---

---

---

7



---

---

---

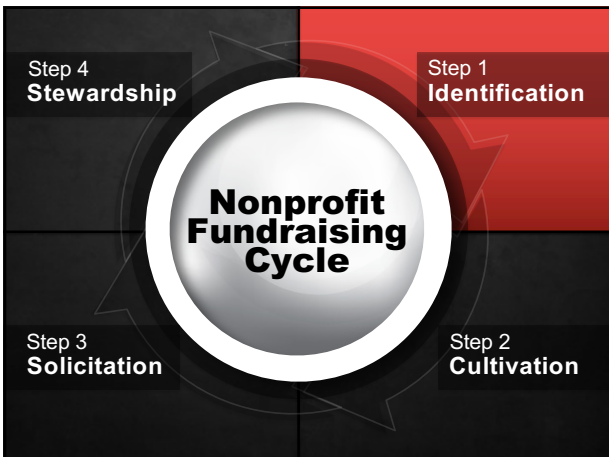
---

---

---

---

8



---

---

---

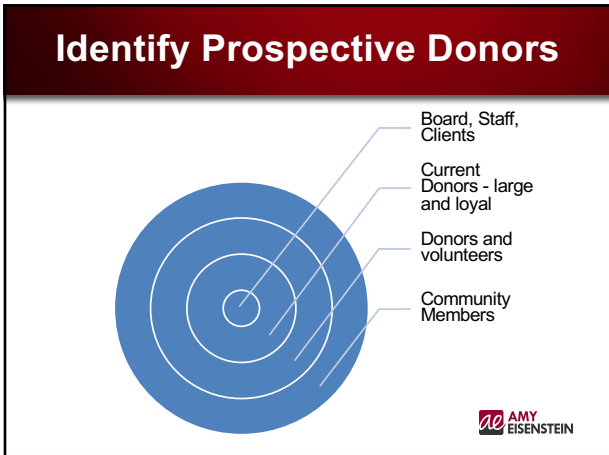
---

---

---

---

9




---

---

---

---

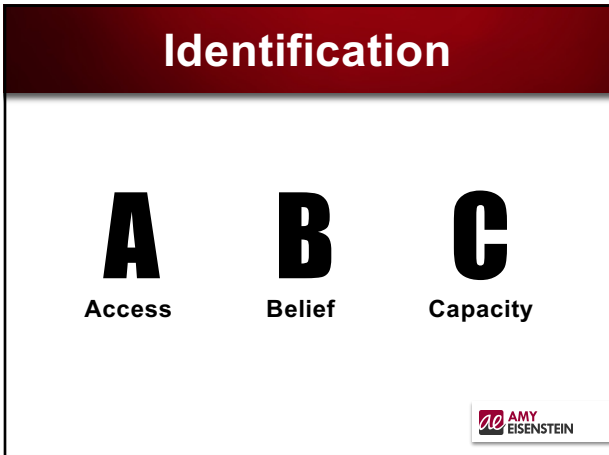
---

---

---

---

10




---

---

---

---

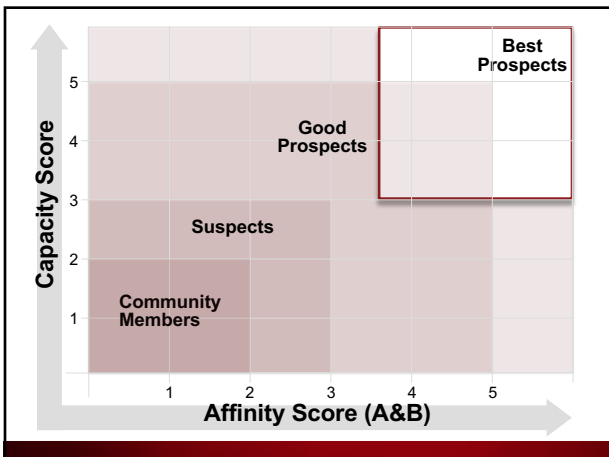
---

---

---

---

11




---

---

---

---

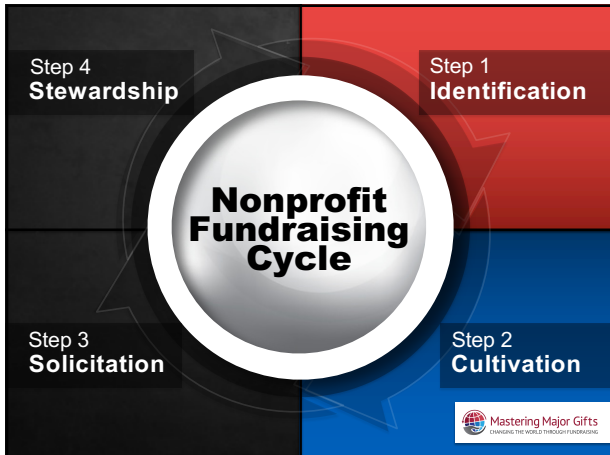
---

---

---

---

12



13

---

---

---

---

---

---

---

---



14

---

---

---

---

---

---

---

---

<b>Cultivation Plan</b>		
<u>Month</u>	<u>Activity</u>	<u>Responsible Party</u>
January	Invite for (Virtual) Tour	Board Member
February	Note on Newsletter	Development Dir.
March	(Virtual) Coffee Meeting	Bd. Mbr. & ED
April	Gala Invitation	Development Dir.
May	Gala Table	Executive Dir.
June	Invite to Volunteer	Development Dir.
September	Phone Call Update	Development Dir.
October	(Virtual) Ask Meeting	Bd. Mbr. & ED
December	Personal Holiday Card	Board Member

15

---

---

---

---

---

---

---

---

## Ask Open Questions

- ✓What's new with you and your family?
- ✓Why did you give in the first place
- ✓Why do you continue to give?
- ✓What interests you most about our org?
- ✓What changes have you observed?
- ✓How have your philanthropic interests changed?
- ✓How would you like to help?

---

---

---

---

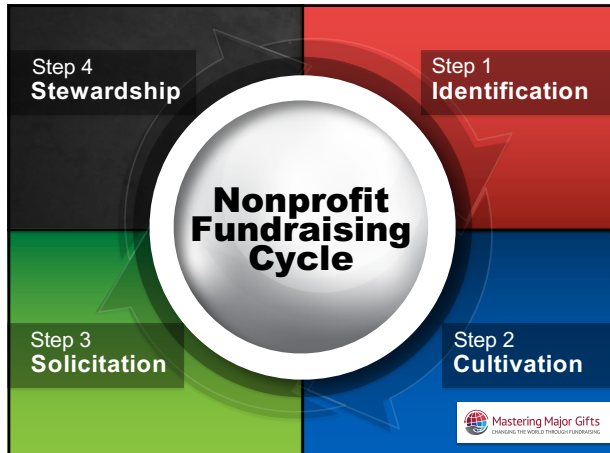
---

---

---

---

16




---

---

---

---

---

---

---

---

17

## Poll

- How frequently do you ask individually?
- A. Less than 5 times per year
  - B. Approximately 5-10 times per year
  - C. At least once a month
  - D. More than 20 times per year

---

---

---

---

---

---

---

---

18

## Small Amounts of Time Add Up

1 call a (work) day = over 225 calls a year

2 meetings/month = 24 donor meetings/year

3 hours/week = 150 hours per year

---

---

---

---

---

---

---

---

19

## Case for Support

Who do you serve?

What has changed?

What do you need?

What is the plan for the future?

Why now?



---

---

---

---

---

---

---

---

20

## Transition to an Ask

**Ask Permission to Ask**

Would it be okay if I shared some of our needs?



---

---

---

---

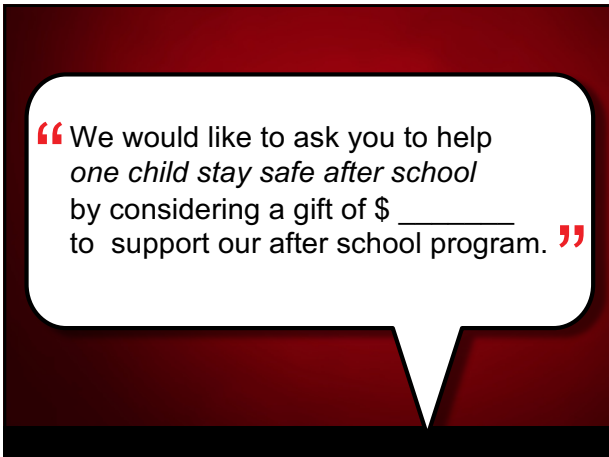
---

---

---

---

21



22

---

---

---

---

---

---

---

---

## Video Ask Agenda

1. Check in and catch up
2. Ask questions, and listen carefully
3. Share an update about your org
4. Ask permission to ask
5. Thank and confirm



23

---

---

---

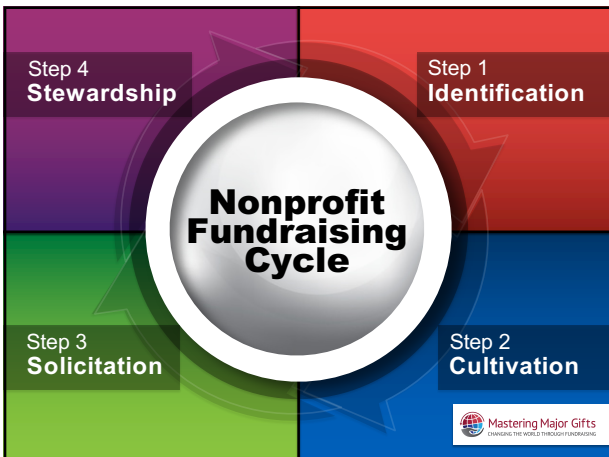
---

---

---

---

---



24

---

---

---

---

---

---

---

---





25

---

---

---

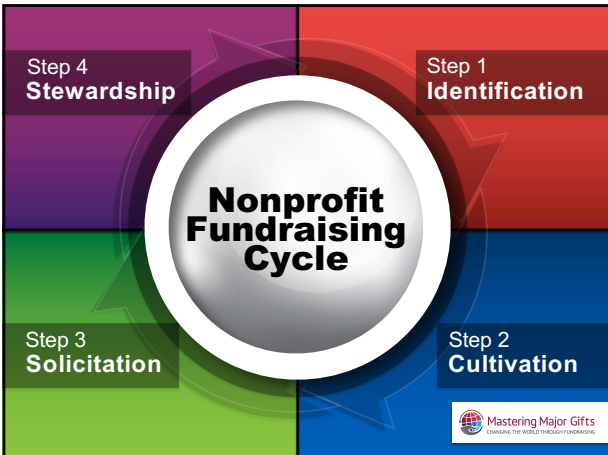
---

---

---

---

---



26

---

---

---

---

---


---

---

---

## 5 Reasons to Ask

1. You won't raise money if you don't ask
2. Some people have MORE money now
3. People are eager to help
4. You are being negligent if you don't ask
5. Your nonprofit needs funding



27

---

---

---

---

---

---

---

---

# Keep Fundraising

Don't make assumptions about what your donors will/won't and can/can't do!



28

---

---

---

---

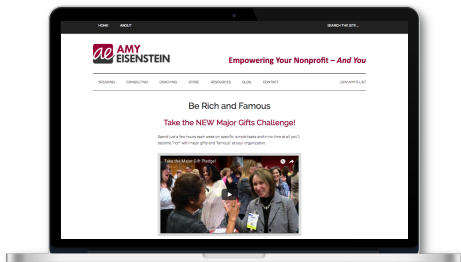
---

---

---

---

Take the Major Gifts Challenge  
**AmyEisenstein.com/challenge**



**5 Hours per Week!**

29

---

---

---

---

---

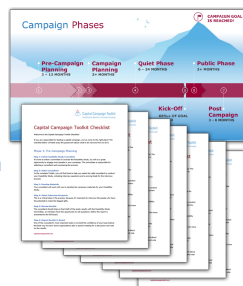
---

---

---

 **Capital Campaign Toolkit**  
Everything You Need for a Successful Campaign

**Campaign Checklist and Timeline**  
**CapitalCampaignToolkit.com**



CapitalCampaignToolkit.com

30

---

---

---

---

---


---

---

---

## How to Raise Major Gifts

1. Identify Prospects
2. Build Relationships
3. Ask
4. Express Gratitude



31

---

---

---

---

---

---

---

---

To get weekly fundraising tips, sign up at:  
[www.AmyEisenstein.com](http://www.AmyEisenstein.com)

**Capital Campaign Toolkit**  
[www.CapitalCampaignToolkit.com](http://www.CapitalCampaignToolkit.com)

Keep in Touch

32

---

---

---

---

---

---

---

---