Developing Major Gifts

COURSE AGENDA

DAY ONE

8:30 Introductions and Expectations

9:30 Course Introduction
   - Annual Gift and Major Gift Differences
   - 8 steps overview and explanation

10:15 Break

10:30 Ethics Introduction

11:00 Organizational Readiness for Major Gifts
   - Giving Predictors and Drivers

12:00 Lunch

1:15 The Case for Major Gifts

2:45 Break

3:00 Major Gifts Team
   - Leadership
   - Volunteers

5:00 Adjourn
Developing Major Gifts

COURSE AGENDA

DAY TWO

8:30  Major Gifts Engagement
      Identification
      Qualification

10:00  Break

10:15  Introduction to Interpersonal Communication Style
      DiSC Personality Assessment
      How DiSC applies to MG work

12:00  Lunch

1:15  Donor Motivations and Engagement

2:45  Break

3:00  Ethics Case Study

4:30  Reflections

5:00  Adjourn
Developing Major Gifts

COURSE AGENDA

DAY THREE

8:30  Development of Engagement Plan
      Gift Vehicles
      Cultivation

10:15  *Break*

10:30  Acknowledgement/Recognition
       Stewardship
       Renewal

12:00  *Lunch*

1:15  Solicitation and Negotiation
      Language of Solicitation
      Solicitation Exercise

2:45  *Break*

3:00  Success Measurement through Metrics

3:45  Guided work through the Major Gifts Plan

4:30  Course Wrap-Up, Graduation

5:00  *Adjourn*