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