



THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Indiana University
Indianapolis

Developing Major Gifts Virtual Course Six Weeks 2:00PM – 5:00PM

Week One

- Introductions and Course Overview
- Ethics Introduction
- Organizational Readiness for Major Gifts

Week Two

- The Case for Major Gifts
- Major Gifts Team

Week Three

- Major Gifts Engagement
- Introduction to Interpersonal Communication Style

Week Four

- Donor Motivations and Engagement
- Ethics Case Study

Week Five

- Development of Engagement Plan
- Cultivation
- Acknowledgement/Recognition, Stewardship, Renewal

Week Six

- Solicitation and Negotiation
- Success Measurement through Metrics
- Guided work through the Major Gifts Plan
- Graduation