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