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# Soliciting Major Campaign Gifts: The 2 Documents You Need

# Soliciting The Major Gift

**William T. Sturtevant**



## **Soliciting The Major Gift:**

**Making the Ask** Scott C. Stevenson, 2013-05-13 Originally published by Stevenson Inc this practical resource helps nonprofit professionals improve presentation skills prepare effective solicitation teams and train staff volunteers and board members on the ask It also gives expert advice on approaching donors for major gifts tailoring individual proposals and improving efforts to solicit major gifts Important topics covered include Closing techniques Donor communication Overcoming call reluctance The science of asking questions Negotiation skills Setting the ask amount Dealing with objections and refusals Prospect conversation starters Major gifts advisory committees Listening skills tips Decision delays Upselling Corporate solicitation Gift proposals Sales skills Evaluating prospects Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues

**Developing an Effective Major Gift Program** Roy Muir, Jerry May, 1993 This publication contains 15 papers concerned with the establishment at colleges and universities of new major gift programs or the improvement of existing programs The papers all by development professionals in higher education are as follows 1 An Introduction to the Major Gift Process Jon Cosovich 2 Strategic Management of a Major Gift Program David R Dunlop 3 Developing Major Gift Staff Carol L O'Brien 4 Setting Guidelines Assessing and Directing Major Gift Staff for Optimal Results Don Myers 5 Prospect Research Key Methods for Discovering and Targeting Donors John Gliha 6 Prospect Management Tracking and Coordinating Information Carole W Karsch 7 Prospect Identification and Assessment Using Prospect Meetings and Peer Review Linda J Marks 8 Using Volunteers in the Major Gift Program David G Pond 9 Narrowing the Major Gift Market Principal Gifts William F Dailey Lucretia L Martin and Dennis J Caplis 10 An Effective Model of Principal Gift Program William H Boardman Jr 11 Developing Prospect Strategies Marjorie E Millar 12 Factors of Engagement Using Volunteer Committees and Special Events to Cultivate Donors Charlotte B Heartt 13 Asking for Major Gifts A H Bud Edwards and William Outhouse 14 Major Gift Case Studies James W Osterholt and Roger A Meyer 15 Stewardship of Major Donors William R Haden Includes a bibliography of major donor research resources JB

**Major Gifts** Richard E. Matheny, 1999 This book explores various strategies for major gift solicitation by colleges universities and other nonprofit organizations Emphasis is on the face to face interactive communication process Section 1 presents 16 chapters that discuss various solicitation strategies including examining organizational readiness for major gift solicitation the fundraiser's readiness for face to face solicitation of major gifts the theoretical basis of interpersonal communication in gift solicitation 10 steps to achieving success in major gift solicitation donor motivational factors getting an appointment with the prospect techniques for opening and closing a major gift meeting the structure of the gift solicitation meeting dealing with the prospect's objections major gift communication and stewardship through group cultivation events the problem of institutional tension as addressed by 20 college university presidents the role of power and status in major gift solicitation and a final review of major decision points in the strategic approach to major solicitation Section 2 contains

11 case studies which offer questions designed to facilitate application of the information Section 3 offers some possible solutions to the questions posed by the case study situations DB

**The Artful Journey** William T. Sturtevant, 1997 Here is the first really practical book on major gift fundraising It is a step by step guide to ensuring a success

**The Nonprofit Manager's Resource Directory** Ronald A. Landskroner, 2002-04-30 A newly revised and updated edition of the ultimate resource for nonprofit managers If you re a nonprofit manager you probably spend a good deal of your time tracking down hard to find answers to complicated questions The Nonprofit Manager s Resource Directory Second Edition provides instant answers to all your questions concerning nonprofit oriented product and service providers Internet sites funding sources publications support and advocacy groups and much more If you need help finding volunteers understanding new legislation or writing grant proposals help has arrived This new updated edition features expanded coverage of important issues and even more answers to all your nonprofit questions Revised to keep vital information up to the minute The Nonprofit Manager s Resource Directory Second Edition Contains more than 2 000 detailed listings of both nonprofit and for profit resources products and services Supplies complete details on everything from assistance and support groups to software vendors and Internet servers management consultants to list marketers Provides information on all kinds of free and low cost products available to nonprofits Features an entirely new section on international issues Plus 10 bonus sections available only on CD ROM The Nonprofit Manager s Resource Directory Second Edition has the information you need to keep your nonprofit alive and well in these challenging times Topics include Accountability and Ethics Assessment and Evaluation Financial Management General Management Governance Human Resource Management Information Technology International Third Sector Leadership Legal Issues Marketing and Communications Nonprofit Sector Overview Organizational Dynamics and Design Philanthropy Professional Development Resource Development Social Entrepreneurship Strategic Planning Volunteerism

**Capital Campaigns** Andrea Kihlstedt, 2005 The Second Edition of Capital Campaigns remains the authoritative work on developing plans strategies and tactics that will raise funds for capital projects It details proven methods of preparing for launching and completing a successful project Step by step instructions along with graphs charts checklists and case studies will help make your campaign run smoothly by outlining the entire process from start to finish

**Fundraising Basics: A Complete Guide** Barbara L. Ciconte, Jeanne Jacob, 2008-12-18 As nonprofit organizations face heightened scrutiny by the general public donors regulators and members of Congress the Third Edition of the essential book on the basics of fundraising provides new up to date and valuable information that every fundraiser needs to know With ethics and accountability being the primary theme of the third edition this practical guide will continue to provide an overview of the field and give development staff managers and directors a platform from which to operate their fundraising programs The new expanded edition also provides much needed information on developing a case for support giving trends donor motivations planning setting up a development operation impact of new technologies on fundraising return on

investment estimates workflow timetables and the importance of the Internet This primer remains a must have for anyone new staff or volunteer to the fundraising field those wishing to expand their fundraising knowledge those working in supporting foundations or those contemplating taking the CFRE exam New to the Third Edition Thoroughly updated chapters including new information on email and online fundraising Development related policies and procedures and position descriptions A new chapter on Fundraising with Chapters or Affiliates New case studies samples and tools Updated references and citations Updated glossary Click on Additional Resources to View Sample Chapters 2009 602 pages

**Fundraising Basics** Barbara L. Ciconte, Jeanne G. Jacob, 2005 This primer helps new fund raisers learn the basics from the vocabulary of fund raising to the nuances of major trends affecting nonprofit fundraising today With up to date case studies and real life examples this practical guide will provide an overview of the field and give development staff managers and directors a platform from which to operate their fund raising programs This guide is a must have for anyone new to the fund raising arena Laura Fredricks, 2006-01-09 This book has the insightful and cost effective techniques you can use today that will deliver tremendous returns for years to come *Fund Raising* Thomas E. Broce, 1986 Fund Raising has been used as a basic text in many universities at both the graduate and undergraduate levels It was adopted by the National Society of Fund Raising Executives as a basic reference for its accreditation program Many foundations give copies of the book to prospective grant seekers and use it as a text in fund raisers seminars Charts diagrams time schedules and appended models and examples provide all the basic tools Every approach every technique described in these pages it tried and proven

**Becoming a Fundraiser** Victoria Steele, Stephen D. Elder, 2000 Written by a librarian who has also been a professional fundraiser and by a library fundraiser who is also a public relations professional this revised and updated book offers an original perspective on the neglected subject of raising money for libraries **Major Gift Essentials** Scott C. Stevenson, 2013-05-13 Originally published by Stevenson Inc this practical resource presents nonprofit organizations with information on how to secure major gifts including expert advice on how to identify and approach donors and tips techniques and best practices for soliciting major gifts Important topics covered include Pursuing estate gifts Assessing donor preferences Leveraging existing endowments Naming opportunities Promoting bequests Soliciting major gifts Strategies for first time donors Donor communication Capital campaigns Endowment agreements Leveraging board members Accountability Cumulative giving Financial assessment Donor referrals Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues Fundraising Management Adrian Sargeant, Elaine Jay, 2010-01-21 This comprehensive introduction to fundraising management provides a thorough grounding in the principles underpinning professional practice Much more than a how to guide the book critically examines the key issues in fundraising policy planning and implementation and introduces the most important management tools available to the modern fundraiser Fully revised and updated this new edition of Fundraising Management is packed with

examples and case studies from around the world It covers every important aspect of the fundraising process including Planning Donor recruitment and development Community fundraising Corporate fundraising Legacy fundraising Trust and foundation fundraising Legal and ethical frameworks for fundraising This groundbreaking text has been designed primarily to support students studying for the Certificate in Fundraising Management offered by the Institute of Fundraising but is a useful text for all fundraising students and professionals *Capital Campaigns: Strategies that Work* , **Capital Campaigns: Strategies that Work** Andrea Kihlstedt,2009-02-06 *Beyond Book Sales* Susan Dowd,2014 Like library users library donors hail from all walks of life Regardless of the scope or complexity of library fundraising successful efforts are always about forging and strengthening relationships with the range of stakeholders throughout the community Dowd and her team from Library Strategies a consulting group of the Friends of St Paul Public Library share proven strategies that have brought in more than 1 million annually Believing that private fundraising is a natural for libraries large and small they start with 12 facts about library fundraising and focus on activities with the highest return Tips and features include The gift pyramid model for developing the culture of giving that leads to big gifts Overcoming fears of sponsorship and embracing cause related marketing Pitching the appropriate charitable gift Confronting common fears of requesting major gifts The pros and cons of membership programs **The Handbook of Nonprofit Governance** BoardSource,2010-04-16 THE HANDBOOK OF NONPROFIT GOVERNANCE From BoardSource comes The Handbook of Nonprofit Governance This comprehensive resource explores the overarching question of governance within nonprofit organizations and addresses the roles structures and practices of an effective nonprofit The Handbook of Nonprofit Governance covers the topics that are of most importance to those charged with creating and sustaining effective leadership including building a board succession planning policies financial oversight fundraising planning strategic planning processes risk management and evaluation of the board CEO and organization Praise for The Handbook of Nonprofit Governance This is the first book I ve found that covers the topic of governance from A to Z I know what I ll be assigning the students in my governance class as a textbook next semester TERRIE TEMKIN founding principal CoreStrategies for Nonprofits Inc BoardSource has prepared an exceptional resource for nonprofit boards and leaders This comprehensive volume offers timely and relevant information about board work and governance including practical tools and resources that will be valuable to all types of nonprofits DAVID O RENZ chair department of public affairs Beth K Smith Missouri Chair in Nonprofit Leadership and director Midwest Center for Nonprofit Leadership University of Missouri Kansas City If you are involved in nonprofit organizations and if you ever have doubts about how they are best run this is the book for you and BoardSource is the place to turn FISHER HOWE consultant Lavender Howe Associates and author The Nonprofit Leadership Team BoardSource formerly the National Center for Nonprofit Boards is the premier resource for practical information tools and best practices training and leadership development for board members of nonprofit organizations worldwide [The Art of Philanthropy: Inspiring Donors to Give](#)

Pasquale De Marco,2025-04-20 The Art of Philanthropy Inspiring Donors to Give is a comprehensive guide to the dynamic world of philanthropy offering a unique blend of theoretical insights and practical strategies for effective fundraising This book delves into the history theories and practices of philanthropy exploring the motivations behind giving the psychology of donors and the strategies for cultivating meaningful relationships with them Written in an engaging and accessible style this book is an invaluable resource for nonprofit professionals fundraisers volunteers and anyone passionate about making a positive impact on their communities With its thought provoking insights and practical advice this book empowers readers to inspire donors to give and create lasting positive change Throughout the book readers will embark on a journey through the various types of philanthropy from individual giving to corporate social responsibility examining the impact of these contributions on society as a whole They will gain insights into the psychology of donors understanding the factors that motivate individuals and organizations to give and learn how to tailor their fundraising strategies accordingly Furthermore the book provides step by step guidance on how to plan and execute successful fundraising campaigns manage donor relationships and ensure the ethical and legal compliance of fundraising activities Real world examples and case studies illustrate the concepts discussed offering readers valuable lessons and insights into the practical aspects of fundraising Whether you are a seasoned fundraiser or just starting out in the field The Art of Philanthropy is an essential resource that will equip you with the knowledge and skills necessary to make a tangible difference in the world With its engaging writing style and thought provoking insights this book is a must read for anyone committed to harnessing the power of philanthropy to create a better future for all If you like this book write a review on google books

### **Fund Raising and Public Relations**

Kathleen S. Kelly,2020-07-24 This is the first scholarly work to place the function of fund raising within the field of public relations redefining it as a specialization responsible for the management of communication between a charitable organization and its donor publics Combining her academic interest in communication with her experience as a fund raiser the author has produced one of the few critical studies on fund raising challenging current perspectives and employing systems theory and the concept of organizational autonomy to lead to a new and different approach Until now fund raising has been an anomaly without an academic home and with few general theories to guide practitioner behavior This book theoretically grounds fund raising and develops a theory that provides a fuller understanding of one of the fastest growing occupations in the nonprofit sector

### **Conducting a Successful Fundraising Program**

Kent E. Dove,2001-03-01 The complete resource for fundraisers in any nonprofit organization Conducting a Successful Fundraising Program outlines a unique approach to successful fundraising and features an exhaustive resource section that includes actual organization publications direct mail samples model case statements telemarketing scripts special events check lists and more This all in one resource covers all the traditional elements of fundraising including annual giving major gifts and planned giving corporate and foundation relations prospect research and management and fundraising literature and promotions as well as

current issues such as gift administration technology and the use of consultants and paid solicitors in the solicitation process Dove identifies the ten prerequisites that predict success in fundraising and then leads the reader step by step through every phase of the fundraising process and provides specific advice on the elements crucial to any program's success



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