



Developing a Major Gifts Pipeline

Presented By:

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Workshop Objectives

- **Provide Overview of Philanthropic Landscape and Giving in 2014**
- **Discuss the Keys to Developing a Major Gifts Pipeline**
- **Discuss Fundraising in Your Organizations**
- **Group Share**

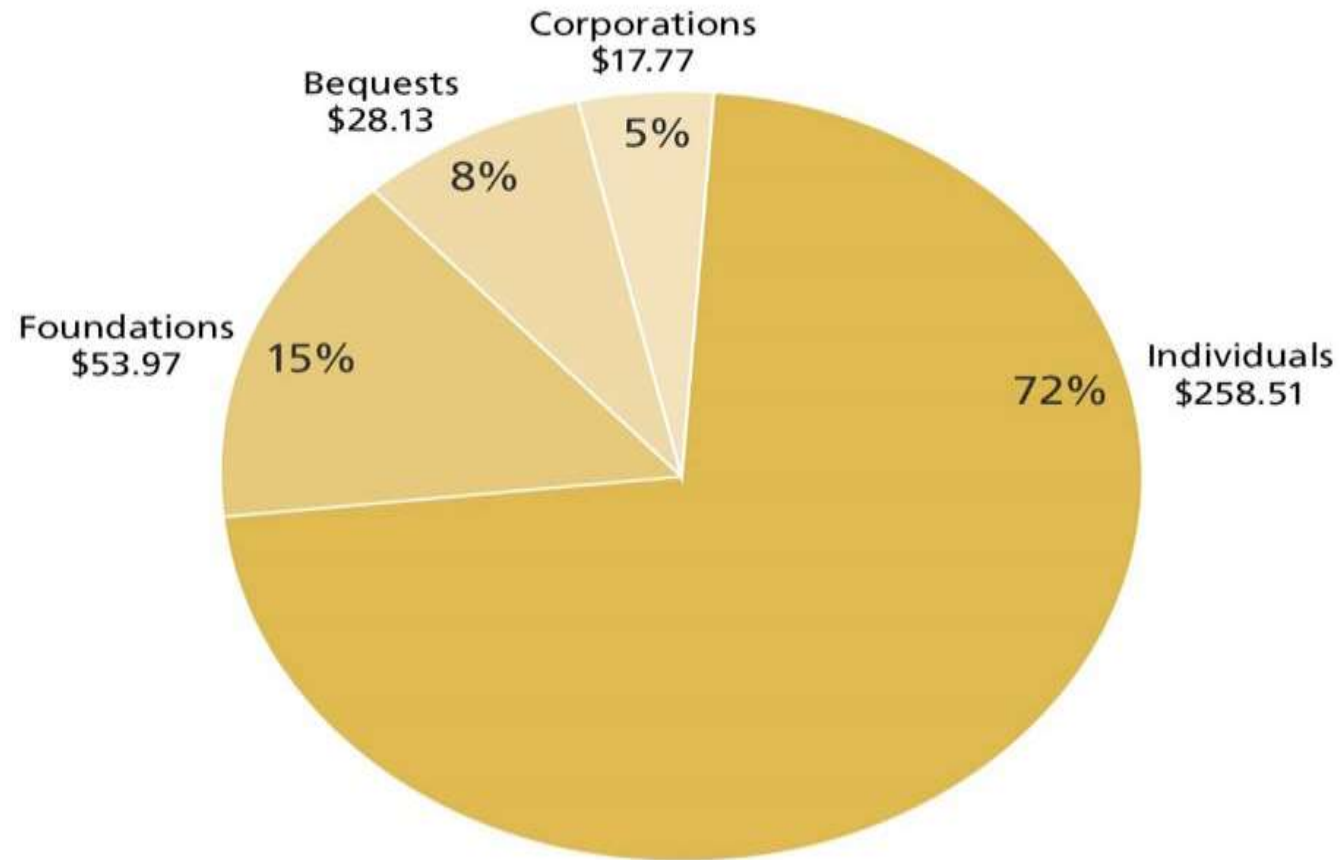
Today's Philanthropic Landscape

Relational vs. Transactional
Generational Differences
Communications Technology

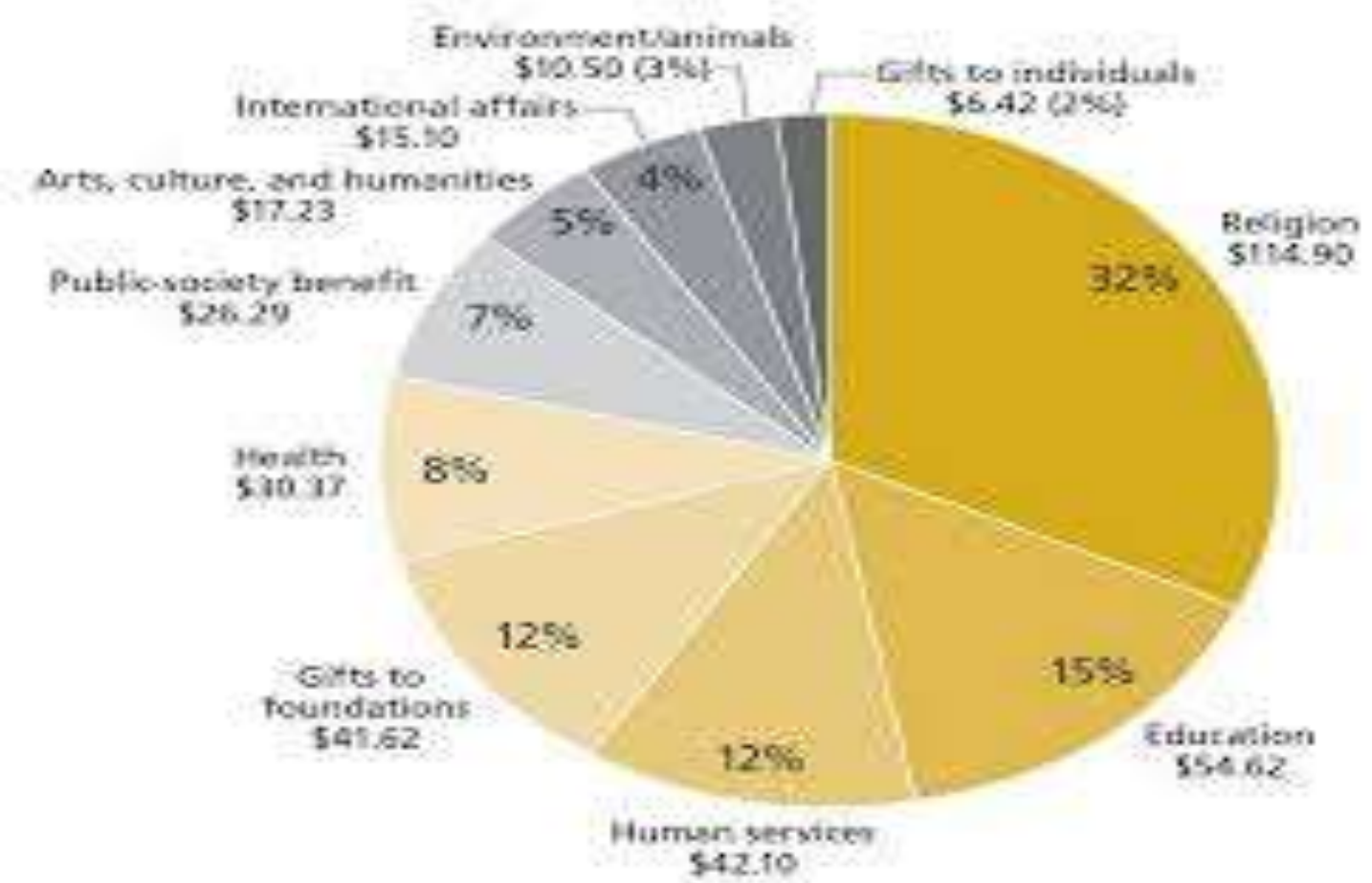
*What Other Changes Has
Your Nonprofit Experienced?*



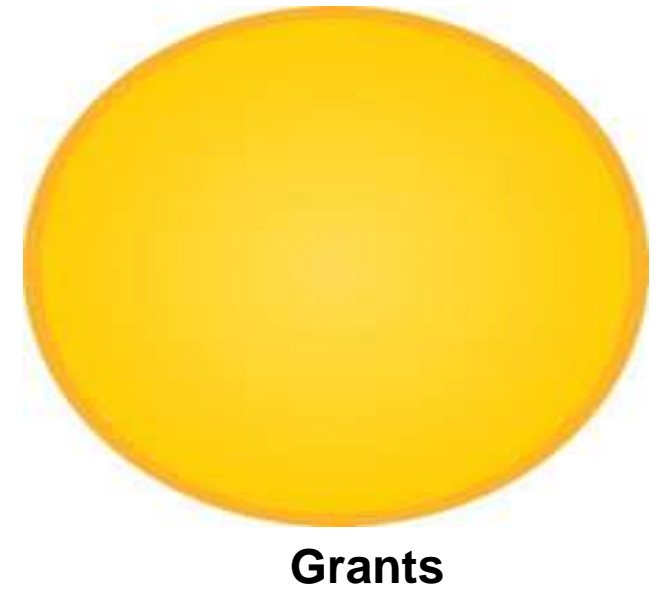
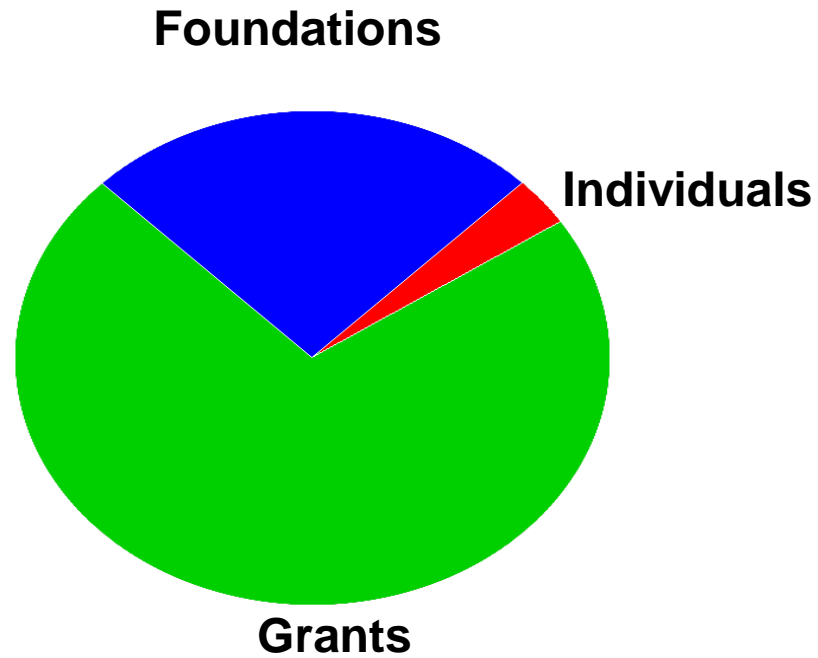
Good News! Giving is Up \$358 Billion in 2014



Giving By Sector



What Does Your Philanthropic Pie Look Like?



Estimated \$52 Trillion Between 1998 and 2052

THE GREAT WEALTH TRANSFER

HOW TO END UP ON THE WINNING
SIDE OF THE LARGEST WEALTH
TRANSFER IN HUMAN HISTORY...
HAPPENING RIGHT NOW



What Does Your Organization Consider a Major Gift?

\$1,000

\$500

\$5,000

\$10,000

\$25,000

Generosity
changes everything

Identifying Major Gift Prospects



it just takes one.

The Donor Pyramid

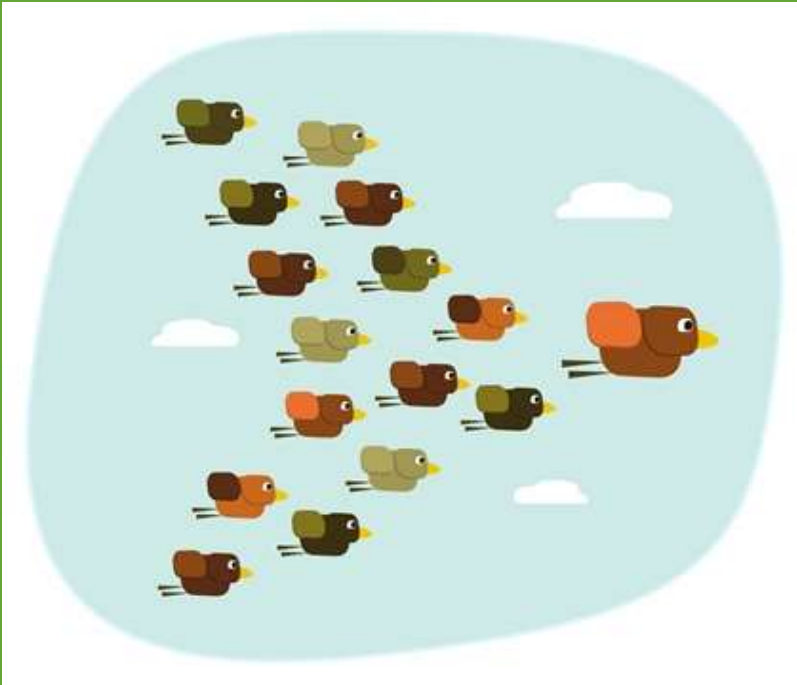




Four Keys to Developing A Major Gifts Pipeline

- ❖ **Culture of Philanthropy**
- ❖ **Organizational Readiness**
- ❖ **Donor Focused Strategies**
- ❖ **Multi-Channel Communications**

Culture of Philanthropy



The CEO Leads the Fundraising Charge

Leadership is involved in fundraising and makes a personally significant annual gift

Everyone in the organization can articulate the case for support

Everyone acts as an ambassador and engages in relationship building

FD is viewed and value as a mission –aligned program in the organization

Organizational Readiness



STAFF

INFRASTRUCTURE

SYSTEMS

Donor Focused Strategies



Personal Relationships Key to Fundraising Success

Know Your Donors' Interests, Linkage and Ability

Share Impact of Charitable Gifts

Develop Multiple Ways to Keep in Touch

Multi-Channel Communications

What Are The Channels?

Online

Email
Website
Mobile
Online Video
Blogs

Off-Line

Direct Mail
Telephone
Face-to-Face



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Multi-Channel Communications

Donors Preferences, Not Yours

- Silent Generation*** – 1929 to 1945 (69+)
- Baby Boomers*** – 1946 to 1963 (51-69)
- Generation X*** – 1964 to 1981 (35-50)
- Millennials (Y)*** – born after 1984 (34 & under)



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Group Share



What are the primary ways you communicate with your donors?

What are the fundraising opportunities and challenges faced by your organization?

What is needed to take your fundraising efforts to the next level?