



Louise Morris

## Small Charities & Big Donors

Surrey Community Action Funding Fair

7<sup>th</sup> March 2019

[louise.summitfundraising@outlook.com](mailto:louise.summitfundraising@outlook.com)

07786 631555

# WHY MAJOR GIFTS FUNDRAISING?

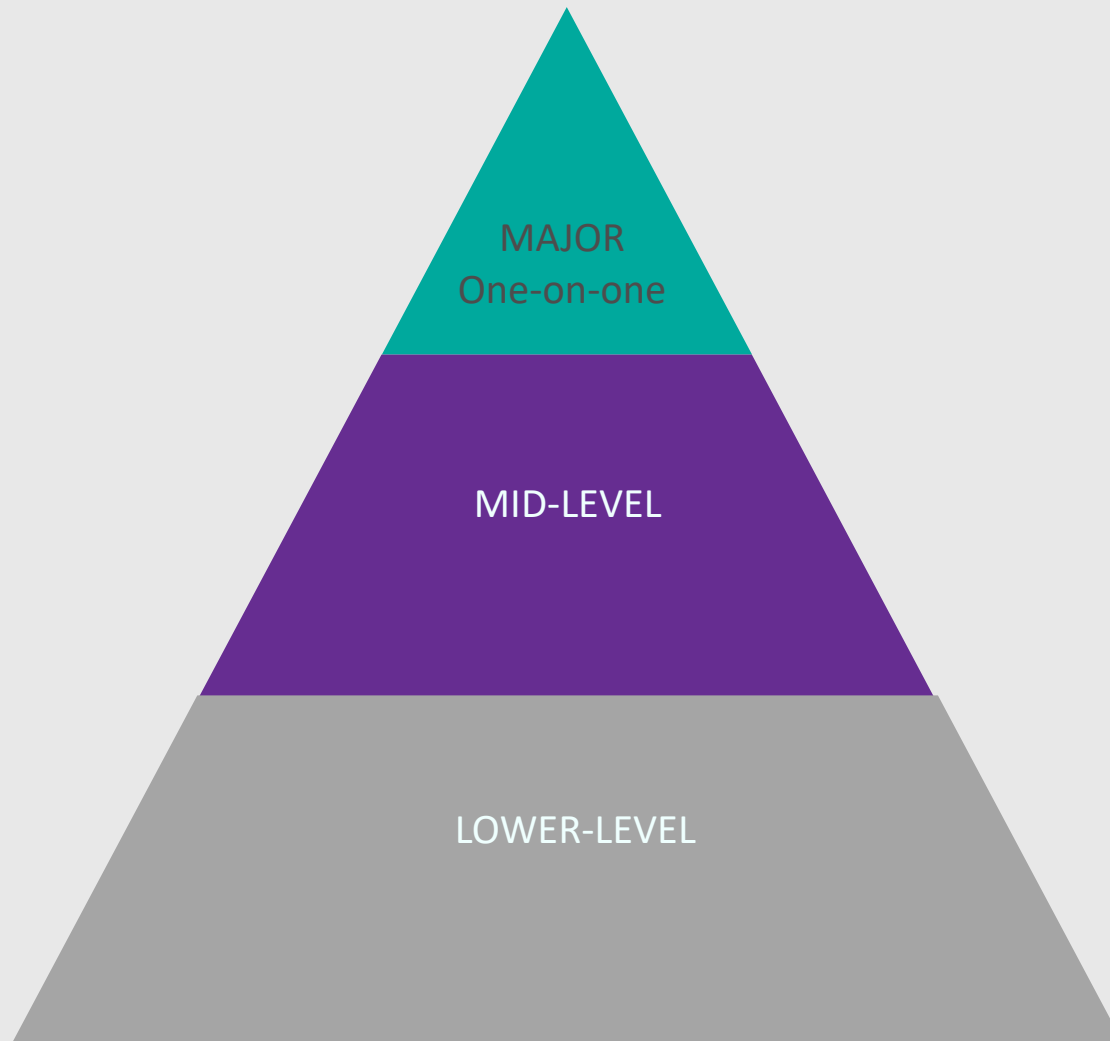
# Why major gifts?

- Strong return on investment
- Transformational
- So much more than funds
- Meaningful relationships

# Essential components

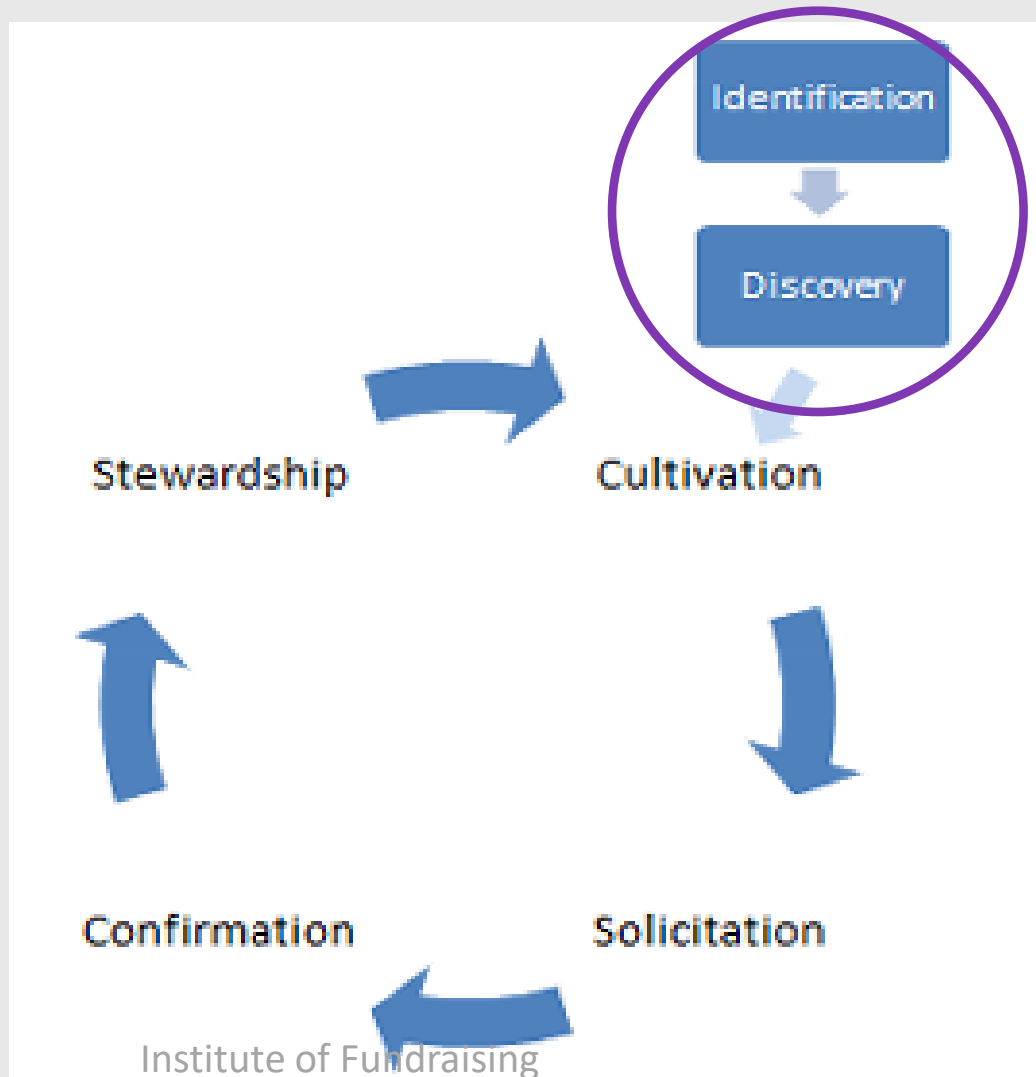
- Be clear on WHAT you are asking for
- Be clear on WHO you're approaching
- Be clear on HOW
  - Meaningful relationships & consistency
  - Someone to lead & champion it

# One-on-one relationship building



**WHO ARE THESE POTENTIAL SUPPORTERS?**

# Process works



# Who do you and your networks know?



- ✓ Existing supporters
- ✓ Their networks & contacts
- ✓ Your networks & contacts
- ✓ Remember GDPR!



A list:  
those who have given or could give a larger gift

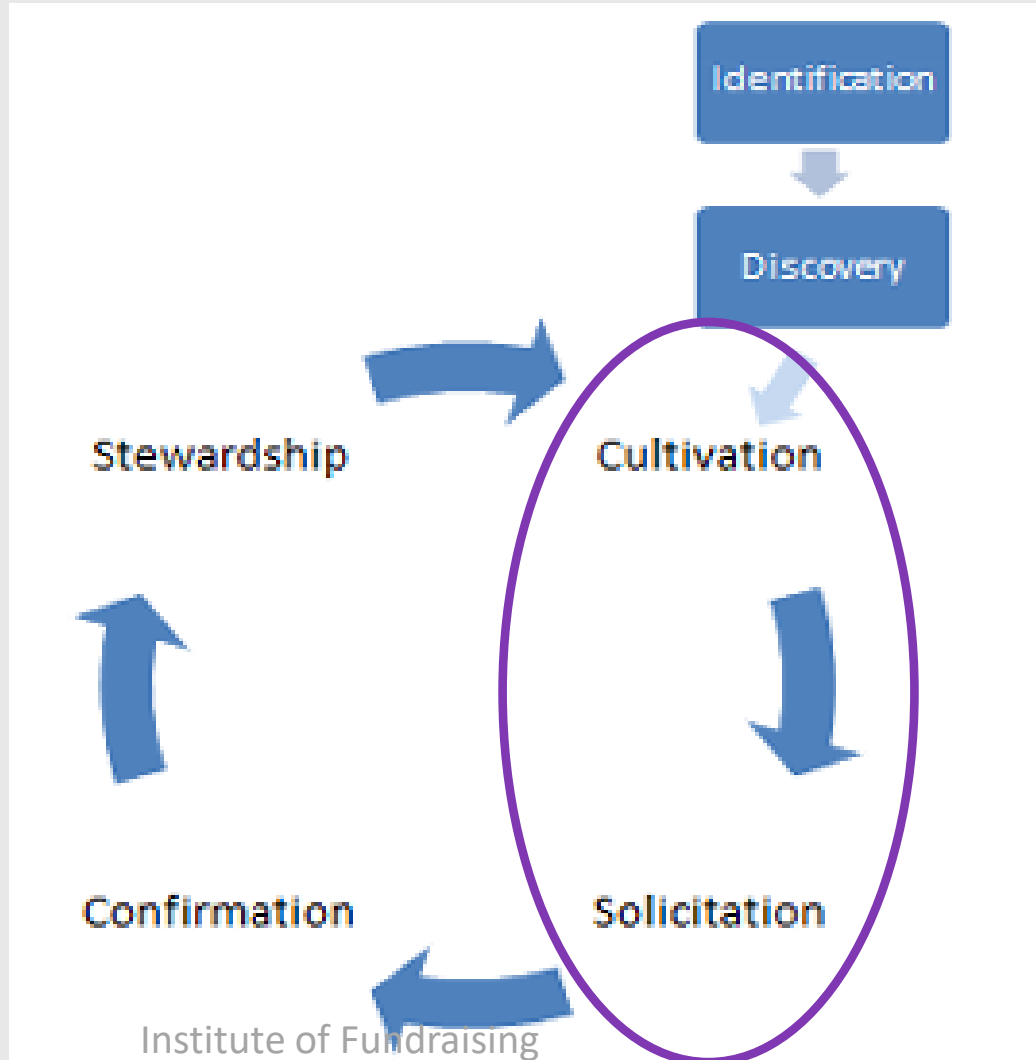


# Prioritise these people

- Capacity
- Accessibility
- Readiness to give
- Affinity

**PLAN, ENGAGE & ASK!**

# Process works



# Motives for Giving



**“Nobody is interested in what you or your charity does. People are only interested in what your charity achieves – people helped, dogs saved, environment protected.”**

Stephen Pidgeon, How to Love Your Donors

# When you come to ask...

- ✓ Who will ask?
- ✓ Where - face to face!
- ✓ Persuasive, emotion, clear need
- ✓ Ask the question: level of gift
- ✓ Silence

**“Don’t just ask people to give,  
inspire them to give.”**

Ken Burnett, Relationship Fundraising



# RELATIONSHIP

# A 'major donor' fundraiser:

“To access the level of money available from major donors takes proper two-way relationships between donors and the relevant individual at my charity (usually me). Not only do I communicate news of my charity to major donors, but I also ask the donor for *their* news. For example about their work, their family and their life.

Such relationships happen over multiple “platforms”: face-to-face contact being the most important, but also phone, email and letter. Whatever works best for the donor.

All interactions are highly personalised.”

**QUESTIONS ???**



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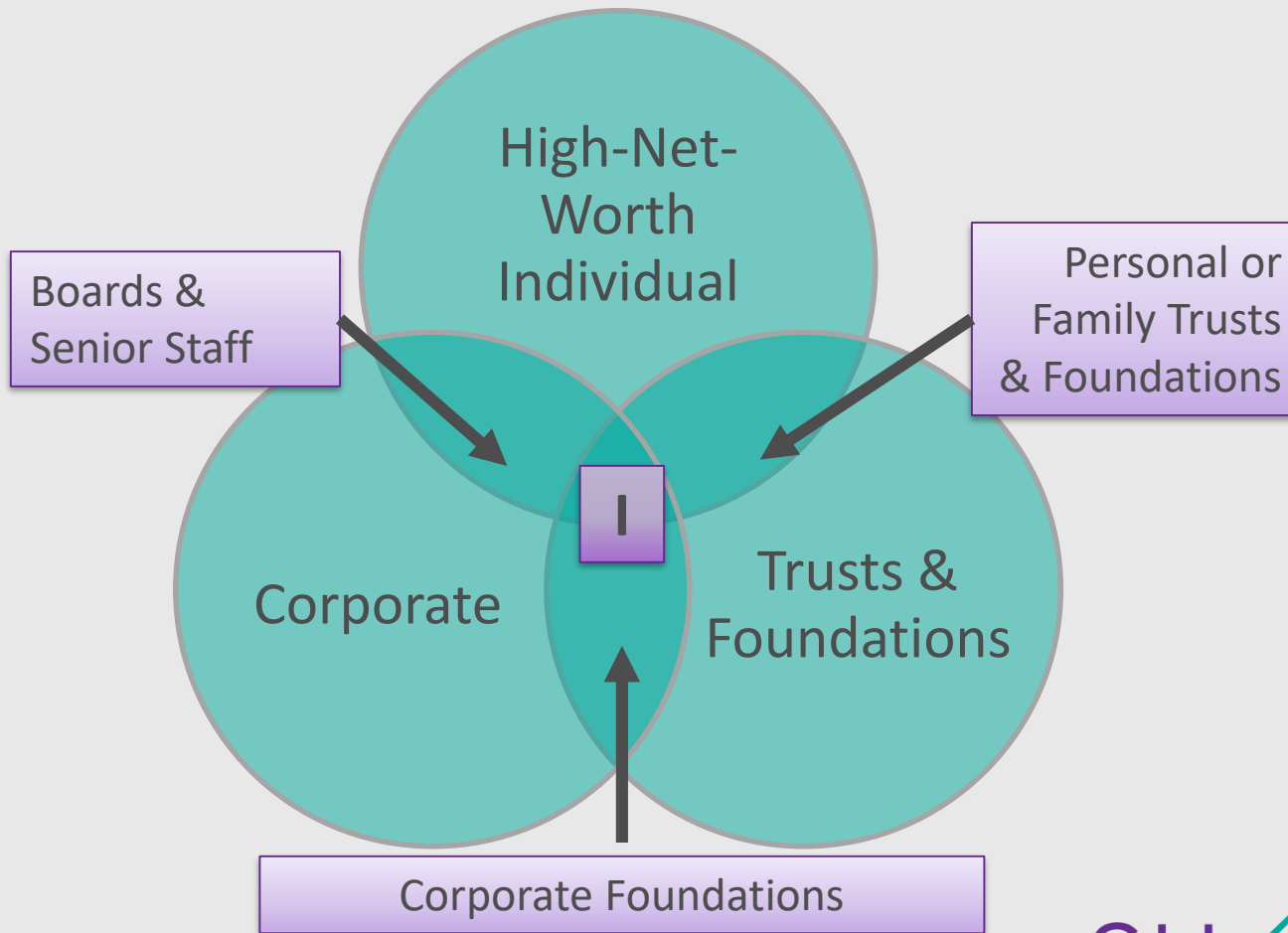
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# APPENDIX – EXTRA SLIDES IF NEEDED

# Planning & Coordination is key

					Goal Amount		£ 3,400,000
	Gift Range	No. Gifts Req	No. QUALIFIED Prospects Req	Subtotal	Cumulative total	Cumulative %	
	£ 300,000	1	4	£ 300,000	£ 300,000	9%	
	£ 150,000	4	16	£ 600,000	£ 900,000	26%	
	£ 100,000	5	20	£ 500,000	£ 1,400,000	41%	
	£ 75,000	5	20	£ 375,000	£ 1,775,000	52%	
	£ 50,000	5	20	£ 250,000	£ 2,025,000	60%	
	£ 35,000	10	40	£ 350,000	£ 2,375,000	70%	
	£ 25,000	12	48	£ 300,000	£ 2,675,000	79%	
	£ 10,000	12	48	£ 120,000	£ 2,795,000	82%	
	£ 5,000	15	60	£ 75,000	£ 2,870,000	84%	
	£ 1,000	50	200	£ 50,000	£ 2,920,000	86%	
Approx	£ 500	960	3840	£ 480,000	£ 3,400,000	100%	
No. of gifts & prospects		1079	4316				

# Always consider Major Givers in context



# Your case for support= your pitch

- ✓ what is the problem you're solving?
- ✓ urgency
- ✓ persuasive, emotion
- ✓ what if Wildteam didn't exist?
- ✓ hope
- ✓ why Wildteam?
- ✓ impact



# EVENTS – A BLESSING & A CURSE

# When deciding on an event.....

- ✓ What will success from this event look like?
- ✓ Resource
- ✓ Planning well in advance
- ✓ Hosts/Celebrities      MID-LEVEL
- ✓ Invitees
- ✓ Content
- ✓ Smaller more intimate events
- ✓ The work has just started.....