



Strategic
Leadership **WINGS**
Conference

Minor Steps to Major Gifts



Navigating the path to fundraising success

This is me:

Dave Bell

Senior Director of Development and Community Engagement

Volunteers of America Mid-States

25 years in non-profit work

Dad of 3 boys (13, 10 & 10)

What the heck is a major gift?

There is no industry standard!!!

This is amazing news!!!

You get to make the rules!!!

Define our terms:

Major gifts are the largest donations that an organization receives in a given year.

>\$1,000/annually

This is how VOA Mid-States defines a major gift

Why are major gifts important?

*“Studies have revealed that 88% of a non-profits funds come from just 12% of donors.” - **kindful.com***

Let's start a major gifts campaign:



Set your criteria.

Be realistic with your time, capabilities, and resources.

Know your donors and know your database.

Just because someone is not giving at a “major gift” level doesn’t mean they don’t have the capacity.

Identify those who have a personal connection to your organization through a volunteer, a board member, or a connection to your cause.

Don't chase money.

Focus on renewable gifts.

Create pipelines for acquiring new donors.

Create giving societies.

**Engage with all donors (individuals,
foundations, corporate partners) like valuable
humans.**



PHASE 1

PHASE 2

PHASE 3

Collect
Underpants



Profit

Thank you!!!!