

# MAJOR GIVING ESSENTIALS



In recent months, traditional methods of fundraising have become difficult to maintain. Many organizations have felt the pinch because they focus on only a few ways to raise funds. The organizations that continue to thrive have a diverse fundraising program with a strong emphasis on major giving. The best time for you to start your major giving program is now. Every day you wait means missed opportunities. We have the tools and the time-tested process to help you take your individual giving program to the next level.

**MAJOR GIVING ESSENTIALS** gives you everything you need.

## What is MAJOR GIVING ESSENTIALS?

Major Giving Essentials is a proven process that will take your fundraising revenue to the next level without adding to the workload of your busy staff or draining your limited resources. This program will help you build a strong major gifts program by building out the following essential components:

**Goals That Matter:** You will identify and implement the best metrics and goals for your organization and develop dashboards and reports to track your progress.

**Enrolling Donor Support:** You will master the step-by-step process that effectively communicates your funding priorities, so your prospects can support your greatest needs.

**Prospect Identification and Management:** We will help you identify your top prospects, then use the Major Giving Donor Cycle to quickly move prospects toward a donation.

**Expand Your Major Giving Team:** You will welcome board members, staff, and volunteers to your Major Giving Team to access the full benefit of every opportunity they encounter.

**Training and Coaching:** All frontline gift officers will be confident and intentional about having major gift conversations in a way that inspires donors to increase their level of support.

**MAJOR GIVING ESSENTIALS** is a 9-month program to help you grow your fundraising revenue with measurable results, regardless of what you have in place today. We will meet together each month to guide and motivate you to get the work done. When you complete the process, you will have a clear plan and process to start closing larger and even transformative gifts. Today is the day to plant the seeds that will advance the mission of your non-profit organization for the future.

**Contact Doug today to schedule your free consultation.**

**Joe Tumolo**

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