



Leadership Assistance in Major Donor Fundraising

Major Donor Fundraising

Landing the Big Ones

How can you encourage individual donors to step up their commitments and make major investments in your mission?

Some of your donors are capable of giving significantly more than they do. To determine the best prospects for major gifts, you need to learn more about your donors – their financial capacity and their interest in your organization and the issues you address. As they get to know you better, their interest will deepen and they will be moved to contribute higher dollar amounts. But, the actions you take to build a closer relationship with each person must be planned carefully and strategically, using your staff and volunteer resources as efficiently as possible.

Nonprofit Consulting will help you determine which of your individual donors are the best prospects for major gifts, develop strategies to cultivate and deepen their interest in your mission, and increase your fundraising revenue. We will work with you to craft a case statement and write proposals that will inspire donors to make significant investments in your programs and future plans.

Using sophisticated prospect research tools, we will determine the capacities and interests of your top donors so that you can target your efforts and achieve the highest possible return on investment.

Products and Benefits

- Powerful, convincing case statements and proposals
- Wealth screening, donor profiles and prospect research
- Individual donor-targeted strategies for cultivation, solicitation and stewardship
- Volunteer training and management
- Major donor campaign planning
- Major-donor programs integrated with direct-mail, e-fundraising and all other channels

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