



DISCOUNTED PRINTING FOR NON-PROFIT ORGANIZATIONS

Major Donors and Major Gifts

No solicitor should ever ask for money until he has pledged or donated himself.

As you begin a development plan, you'll see a pattern emerge of major contributors to your organization. Each organization sets a level of giving that they term as "major" and they focus increased time and resources on the donors that fall within that range of giving.

When determining which donors are "major", the general rule of thumb is that if you have more than 150 individuals classified as "major" it's probably time to reevaluate your giving levels

Major donations are usually solicited by board members, long-time volunteers, and other high-level donors that have pledged money themselves and feel strongly about others giving to your cause.

A packet of information is usually given to the prospective donor that includes general financial overviews, documents about your mission, overall organization, goals and how their gift can help.

Your basic package of printed materials should already include a brochure, business card, remittance envelope, planned giving brochure, and rack cards that are handed out and placed around your community.

Remember that - ***you never have a second chance to make a first impression*** - so be sure your materials are high quality and well written.

Begin with a prospect list answering the following questions:

Who knows this individual and how well? Would a team approach be best – or someone outside of the organization?

How much do you think they might give and why?

Any reason an approach at this time may not be successful?

Initial approach? Letter, telephone? - keep in mind, as a general rule of thumb, face-to-face contact is better than a phone call, a phone call is better than a letter, and a personalized letter is better than a form letter.