

a case for investment in major giving



The data doesn't lie.

As important as it is to have a broad base of support, major gifts offer schools the most bang for their budget. Yet, major gifts take time, strategy, and patience.

Ask yourself two questions.

1. "Do we make sufficient investment in the most profitable types of fundraising?"
2. "Are we over-investing in fundraising activities (such as events and direct mail) that are usually more resource intensive?"

Good governance means facilitating the best strategy to achieve fundraising performance.

Your resources are limited.

Whereas resources spent on donor acquisition through annual giving or events are often loss leaders, the return on investment in major gift prospects can be 10 to 1 or more.

Build a case that supports major gift fundraising as an investment, not an expense.

We can help. On the back, review the top three parameters independent schools should keep in mind when it comes to resourcing for major gift work: time, money, and yield. (You may even want to take this with you to your next budget or board meeting!)

achieving results

by appropriate resourcing

time



18-24

On average, prospective donors commit their major gift after 24 contact points within 18 to 24 months.

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money



\$.10-\$.20

Although annual giving is vital to the donor pipeline, it does not offer much bang for your budget. Annual fund donor acquisition costs between \$1.25 and \$1.50 per every dollar raised, with the cost for major gift fundraising only \$.10-\$.20 per dollar raised.

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yield



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It takes time, but identifying your prospect base and expected gift ratios is vital to accurately project your outcomes. On average, three prospects will result in one donor.



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