

The 10 Essentials of a Major Donor Program

Take this quick test to determine your readiness

- 1) We as an organization (board, executives, development, and programming) desire to embrace a relational model of dealing with the demands, requirements, expectations, and benefits of people with significant means.
Yes _____ No _____
- 2) We've written a Peak Profile to describe the quintessential donor for our organization.
Yes _____ No _____
- 3) We've identified where we will look for more major donors among at least 10 sources.
Yes _____ No _____
- 4) We've identified the top 30 prospects to help us make our goal this year.
Yes _____ No _____
- 5) We've simplified our case by describing our purpose, our priorities, our plan, and the people needed to make our goals.
Yes _____ No _____
- 6) We can easily and compellingly tell anyone the impact a \$1,000, \$10,000, or \$100,000 investment in our organization will make.
Yes _____ No _____
- 7) I can personally give at least 3 stories of lives saved or changed that directly relate to our mission.
Yes _____ No _____
- 8) Our team has developed a "map" strategy for each of our prospects and assigned a "guide" for each donor.
Yes _____ No _____
- 9) We've developed a customized a list of actions to "draw them close" to our cause and our organization.
Yes _____ No _____
- 10) We have a tracking system to tell us where we stand with each donor at all times.
Yes _____ No _____

Score

- A: 9-10 You are well on your way to enjoying the benefits of a major gift program.
B: 7-8 You are ahead of most organizations.
C: 5-6 Great start, now keep it up.
D: 5 or less Better take some quick action before you begin your program.

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