



SPARROW SOLUTIONS  
— G R O U P —



# Major Donor Activation

***85% of annual giving typically comes from 15% of your donors.  
People do NOT give unless they are asked.***

*Do you know who all of your top donors are?  
Are systems in place to manage them well?*

*Will you know when to ask for that next gift and for how much?*

You can't afford to leave Major Donor development to chance.  
This training emphasizes best practices for developing your Major Donors:  
the 15% who ultimately donate 80% or more of your annual giving.

## Program Overview

This training is designed to provide you with individual annual cultivation/solicitation plans for each of your top donors. In the process, staff learns best practices for managing Major Donors and supervisors learn how to monitor the fundraising process. You finish with new or strengthened fundraising skills, a firm understanding of your top donors, and a plan for when you will ask for the next gift and how much it will be.

### Program Objectives:

- Review of forms, processes and systems. Recommendations for improvement and efficiency
- Analysis of your Major Donors to project future giving and retention
- Training in *Moves Management* -- a strategy for cultivating and soliciting your best donors
- Creation of an annual Major Gifts development plan
- Tips on Major Donor retention and acquisition
- Setting individual staff goals and objectives for Major Donor cultivation and solicitation

### Scope of Services:

- Front-end review and analysis of your Major Donor portfolio
- Up to 3 hours of Skype-based training for you, staff and even board members
- Creation of an annual major donor development annual plan
- 3 months of email/phone access for questions and to resolve problems

## Objectives:

- Participants will be able to describe the important role of Major Donors to the PMC and name the strategies and tactics for successful Major Donor management.
- Participants will describe and practice the fundamentals of *Moves Management*, a process for Major Donor development.
- Participants will describe how to keep your Major Donors giving year after year
- Participants will develop strategies for individual cultivation and solicitation
- Participants will create an annual Major Donor development plan of contacts and communications
- Participants will practice and review Major Donor development tasks
- Participants will gain skills in attracting new Major Donors to their work

## Materials

Participants will receive preparatory reading materials as well as key forms and templates for operating a Major Donor program.

## Fees

The following fees for ***Major Donor Activation*** training: \$850 with \$350 deposit in advance

**Scholarships and packages available.** Please complete application for consideration. We wish to provide quality training to all medical clinics that desire to work with our team.

If you have any questions or concerns regarding our services, please contact Ginnie Wilson (702) 925-8737.