



# A ROAD MAP FOR MAJOR DONOR CULTIVATION

Growing major donor relationships is a journey that requires perseverance and a plan – a strategic road map – to help guide you and keep you on course.

It's a particularly important journey to secure major gifts, as 88% of dollars raised for nonprofits comes from 12% of donors! But, it's not all about the ask. Focus your journey with your major donor on nurturing a meaningful, mutually beneficial relationship, and when a project is a good fit for a particular major donor, you can naturally ask them to come alongside you and partner with your ministry.

## Let the Journey Begin!

Let's follow Sally's journey from overlooked major donor to inspired investor and the strategic cultivation tips that helped get her there.



While perusing the major donor prospect list, the major donor officer realizes Sally has given a major gift for the past six years but has never been personally thanked. He calls Sally to introduce himself and thank her for her gifts. He invites Sally for a personal tour of the ministry so she can see her generosity in action.

***Strategic Tip: Thank donors for their support, begin a relationship by building a rapport and show them the impact of their giving.***



The major donor officer learns more about Sally in advance of the tour and discovers that she is in her 60s, has several grandchildren and is an enthusiast of the local basketball team.

***Strategic Tip: Discover your donor's values, generational views and interests.***



Over the next several months, he gets to know Sally on a more personal level and a genuine friendship develops. Sally begins to volunteer in the children's ministry.

***Strategic Tip: Steward your donor, growing a relationship built on trust and engage them in your ministry according to their interests.***



The major donor officer invites Sally to a major donor event where she's certain to enjoy the keynote speaker – the head coach of the local basketball team. There, Sally learns about the speaker's support for the new women and children's shelter the ministry is planning to build. Sally is profoundly impacted to learn of the growing number of homeless women and children in the community and the need for more community resources.

***Strategic Tip: Invite your donor to inspirational events that show their return on investment and consistently track and plan future contacts.***



Over coffee, Sally asks the major donor officer for an update on the women's center project, as she has grown to deeply care about this cause. Recognizing her passion, he shares the need for a capital campaign chairman to help move the project forward and asks Sally to take on the role. Sally has never held such a position, but she is grateful for the opportunity to make a difference in the lives of the women and children and is willing to step out in faith with the major donor officer as her guide.

***Strategic Tip: Prayerfully discern when, how and what to ask your major donor based on the relationship you have built.***



Sally kicks off the Capital Campaign with the largest donation in her giving history.

***Strategic Tip: Honor your donor by building a meaningful relationship as their trusted advisor, and your donor will joyfully invest in your ministry in a way that meets their vision and your needs.***

Look how Sally found her purpose and passion through the ministry's women's center with guidance from the major donor officer! As their relationship deepened over time, so did appreciation, trust and a desire to meet each other's needs. Notice that Sally's journey doesn't happen overnight – there is no expressway to building major donors!

## Adventure Awaits

Cultivating major donors is a rewarding journey that transforms a donor from interested to invested. Building lasting partnerships that honor your donor takes time, planning and preparation.

This strategy sheet is provided to you by Brewer Direct's Academy and can be located in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at [sspeer@brewerdirect.com](mailto:sspeer@brewerdirect.com) or (719) 210-6207.



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