



GROWING PHILANTHROPY WORLDWIDE

**Successful Campaigns:
Raising Million-Dollar Gifts**

Virginia Fund Raising Institute (VFRI)

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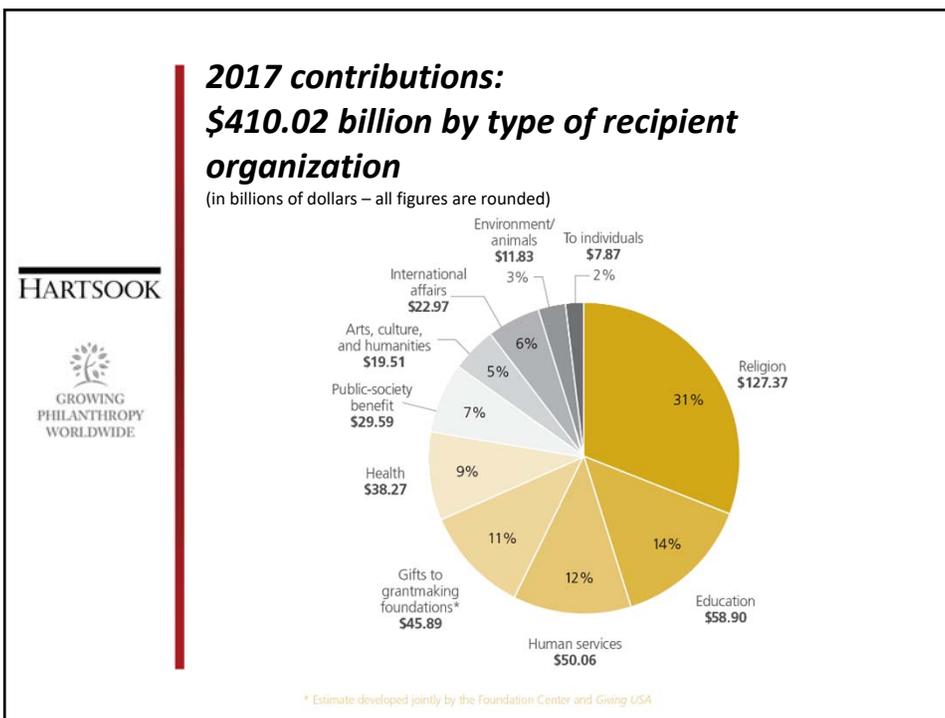
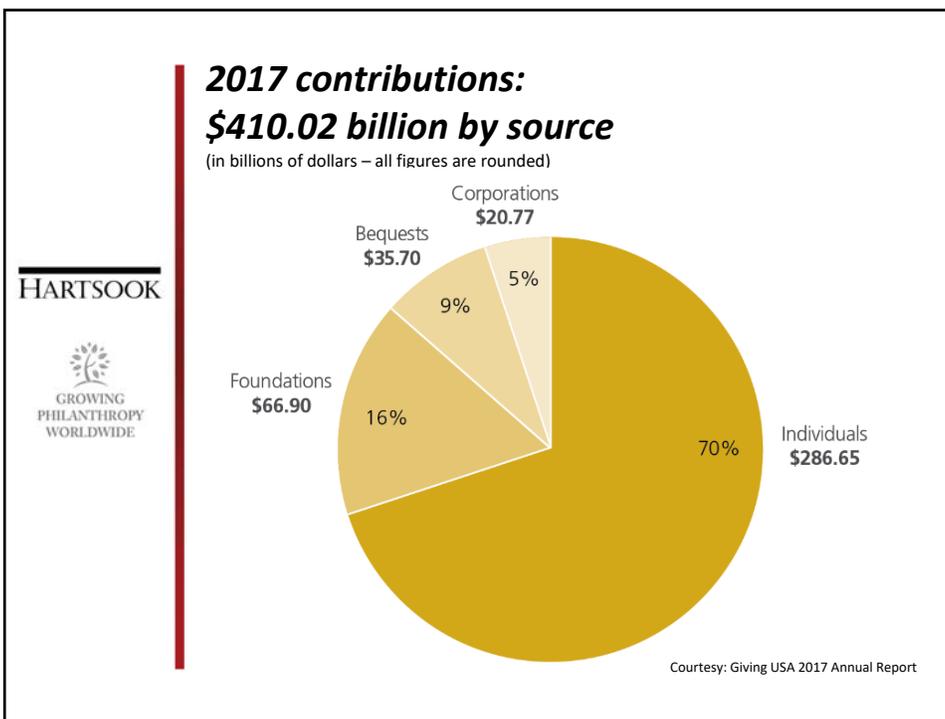


Goal

Become “that” organization:

- Move from dream to plan
- Using research to drive decisions
- Build fundraising leadership

***Becoming a results-oriented,
forward-thinking, million dollar gift
organization***



Ready to Raise Millions

- How do I get started?
- What will have the greatest impact?
- What will have the greatest return on investment?

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Perceptions and Expectations

Major Gift Fundraising Myths

- It takes too much time
- We have a big staff/budget
- We have to be well-known
- Everyone is tapped out
- There is too much competition
- We need more movers and shakers to get started
- You can't go to the well too many times
- No one wants to give: we're not curing cancer
- No one is giving

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Why Do People Make Charitable Gifts?

- They are asked
- Spiritual need or love of humankind
- Personal gratitude
- Perpetuation of ideals, values and goals
- Pride in personal achievement
- Ways of giving are explained
- To assure goal(s) are met
- Prior relationship with organization




Who Needs a Major Gift Campaign?

If you have a need for:

- A new building or renovations, larger endowment, expanded programs, or advancement of your mission
- Increased visibility
- Celebration of philanthropy
- Vibrant fundraising – now and later
- Engaged leadership

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**10 TIPS FOR RAISING
MILLION DOLLAR GIFTS**

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1. Plan

- Do your homework
- Develop a Campaign Plan
- Build ownership in the Plan
- Implement the Plan
 - Don't rethink it
 - Adjust plan if needed
- Plan your day/week

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Major Gift Campaign Plan

- Strategic Plan
- Case for Support
- Pre-Campaign Study
 - Gift Chart
 - Benchmark Goals and Evaluation
 - Stewardship and Appreciation
 - Budget and Timeline

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2. Follow the process

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graph TD; A((Appreciation)) --> B((Identification)); B --> C((Qualification)); C --> D((Cultivation)); D --> E((Solicitation)); E --> A;
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3. Identify your prospect

- Who cares?
- Who has the capacity?

Capacity + Interest = Gift

99 percent of charitable gifts come from 1 percent of the donor base




Identifying Prospects

Individuals

- Previous donors
- Volunteers
- Trustees (current and former)
- Board (current and former)
- Parents and other relatives
- Friends/Friends of friends

Corporations

- Previous donors
- Board and trustee affiliated corporations
- Vendors

Foundations

- Previous donors
- Board and trustee affiliated foundations
- Foundations giving to similar organizations
- Regional and national foundations with matching giving interests

4. Research

- Know your prospect
- Time spent researching comes back tenfold

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5. Focus on the individual

- Do they share empathy for your mission?
- Do they share the urgency of your needs now?
- What is unique about them?

Make your mission their greatest distraction

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Relationship Fundraising*

From a donor's perspective, this approach addresses how the organization:

- Finds you
- Gets to know you
- Keeps in touch with you
- Tries to ensure that you get what you want from it in every aspect of its dealings with you
- Checks that you are getting what it promised you
- Seeks your advise and input
- Shows it values you

**based on research from first Hartsook Chair Adrian Sargeant, PhD*




6. Be creative

Figure it out:

- Seek multi-year, multi-faceted gifts
- Show them how to do it
- Talk about ways of giving
- Build trust, confidence, interest, and ownership

7. Prioritize donor loyalty

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Focus on:

- Relationships
- Appreciation
- Communication

8. Focus on Estate Giving

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- Build Relationship
- Focus on who and why, not when and how
- Celebrate giving
 - Estate givers give more in their lifetimes
 - Inspire others

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9. Ask

- Develop a unique strategy
 - What is meaningful?
- Get it right:
 - Right reason
 - Right time
 - Right person
 - Right amount
- Follow up

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10. Build Fundraising Leadership

Guide board and cabinet members to:

- Think big. Really big.
- Make their best, most meaningful gift first
- Talk with associates and friends
- Have lunch or coffee
- Share stories and positive experiences
- Connect people with similar interests
- Listen
- Influence people
- Make someone's life better

Consider the Long Game

- Be intentional
- Know where you're going
- Talk about money – it's your job

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**A results-oriented, forward-thinking,
million dollar gift organization knows . . .**

- The most successful institutions raise the most money
- Fundraising is always important to the mission
- Dreams and vision raise more money than need
- Celebrate and demonstrate
- Success motivates
- If you don't need money, don't raise it

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Questions?

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Thank you.


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