



MAJOR GIFTS

Presented by:
Tammy Pallot

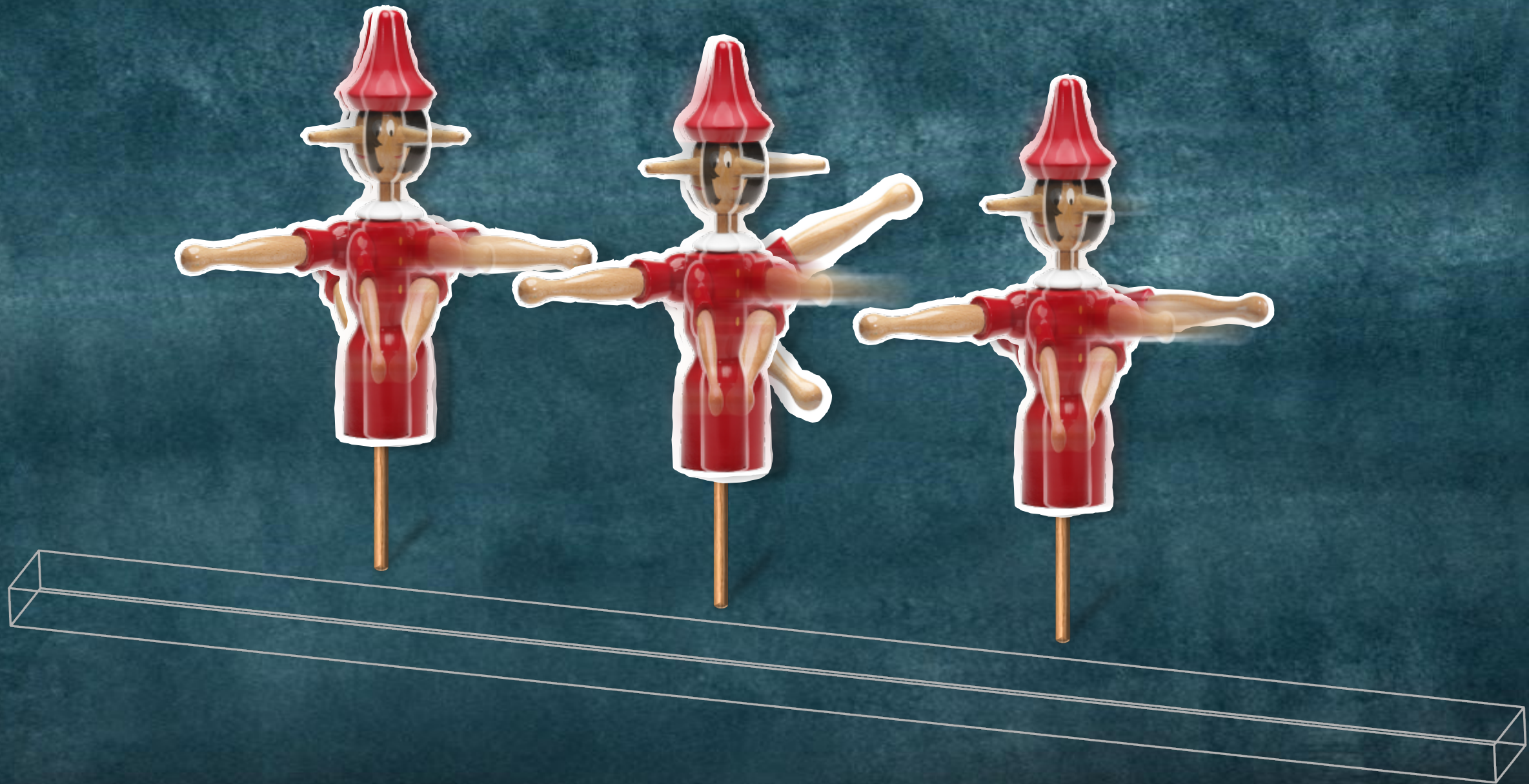


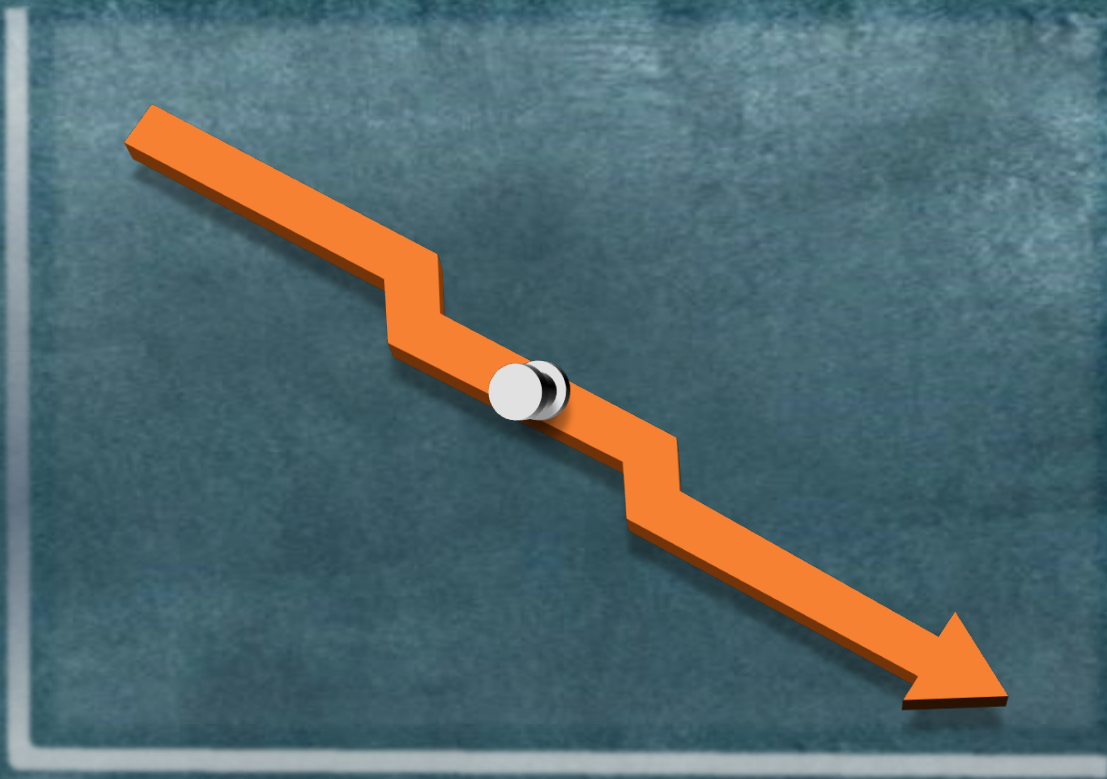
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STEPS

8 STEPS

FOR CULTIVATING
WORLD CHANGING
MAJOR GIFTS



1 IDENTIFY YOUR

PROSPECTS

NOT SUSPECTS

PROSPECTS

LINKAGE

Linked to the parish by real attendance and by personal involvement

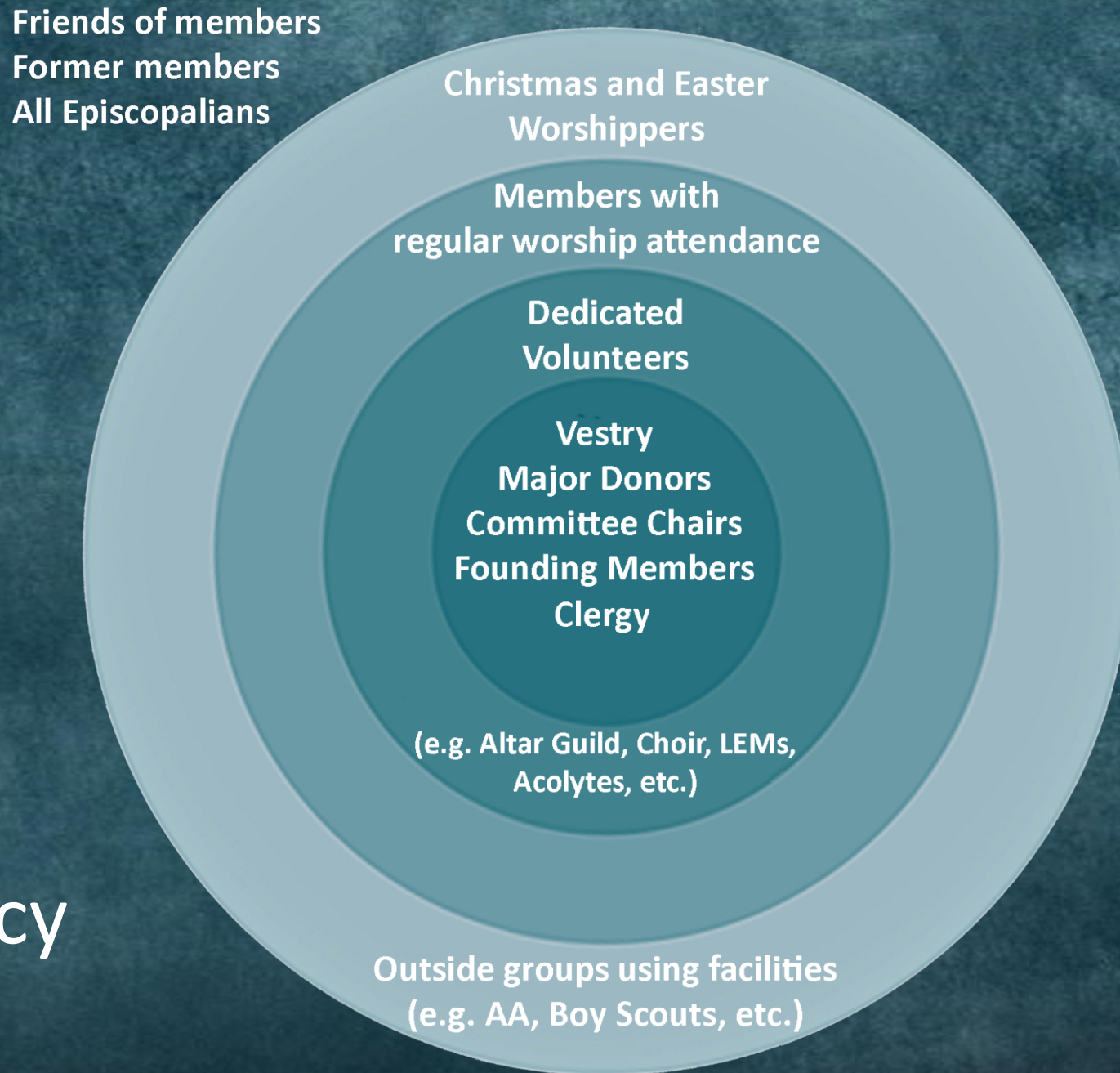
ABILITY

The person has the ability to make a large gift without in any way jeopardizing their immediate well-being

INTEREST

A person who has caught sight of a vision and is so inspired, personally involved, and invested in its success that they desire to make a major gift in order to make a vision into a reality

The Constituency Model





QUALIFY PROSPECT'S
CAPACITY
IN ADDITION TO THEIR
INTEREST



THE CHRONICLE OF
PHILANTHROPY
philanthropy.com



HONOR
SEARCH



3

DEVELOP A
STRATEGY
AND
TIMETABLE

BLAH

blah
blah
blah

BLAH

BLAH

BLAH

BLAH

Blah BLAH

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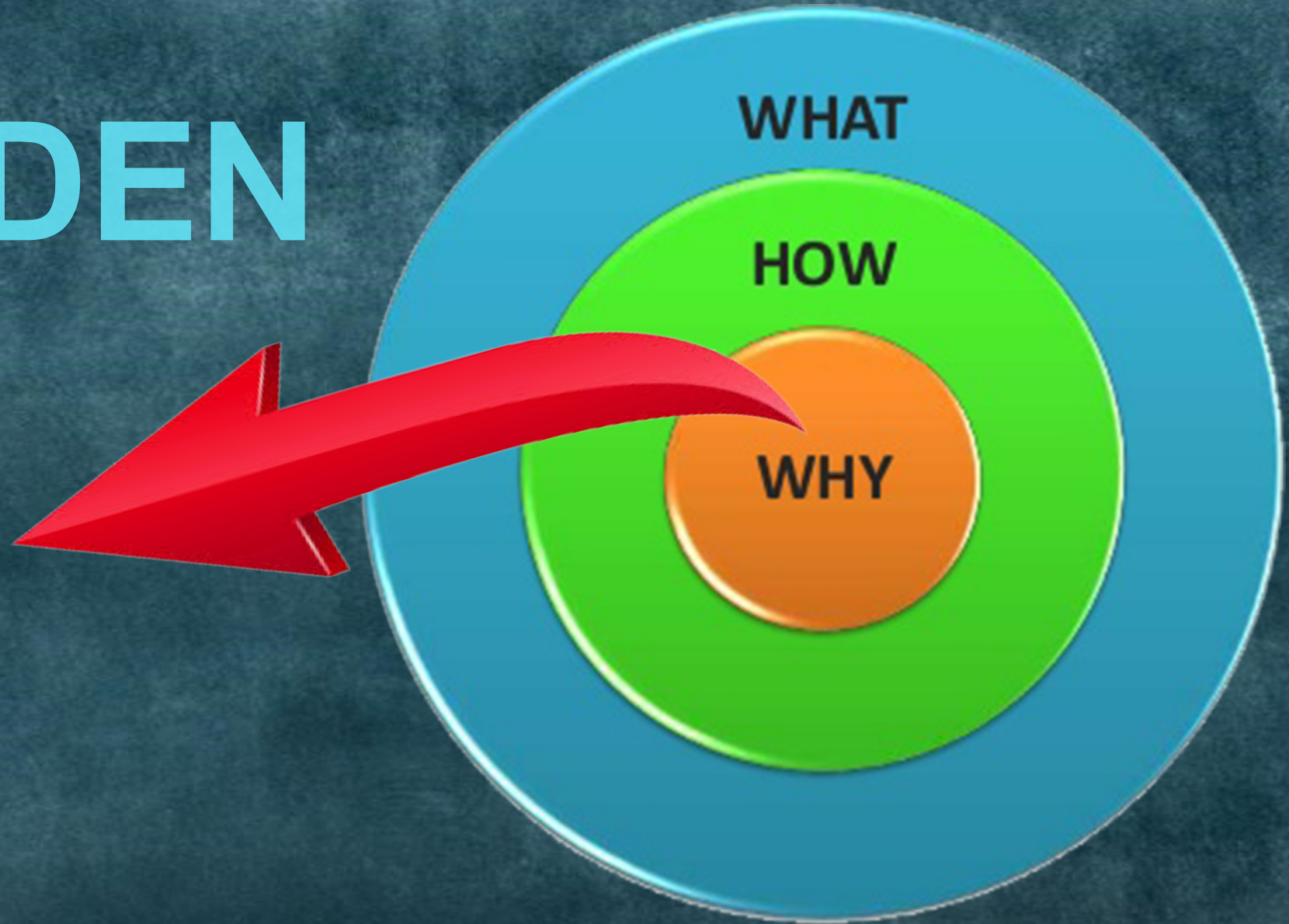
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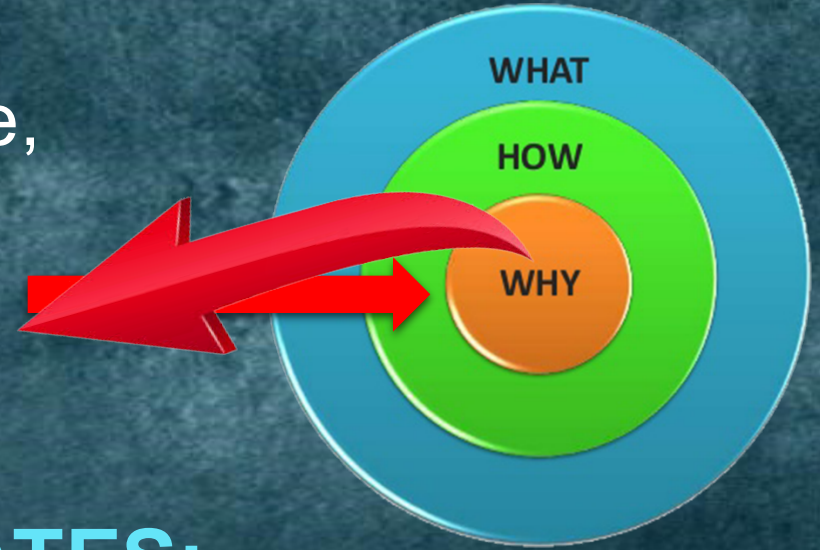
BLAH

THE GOLDEN CIRCLE



IF APPLE COMMUNICATED LIKE MOST COMPANIES:

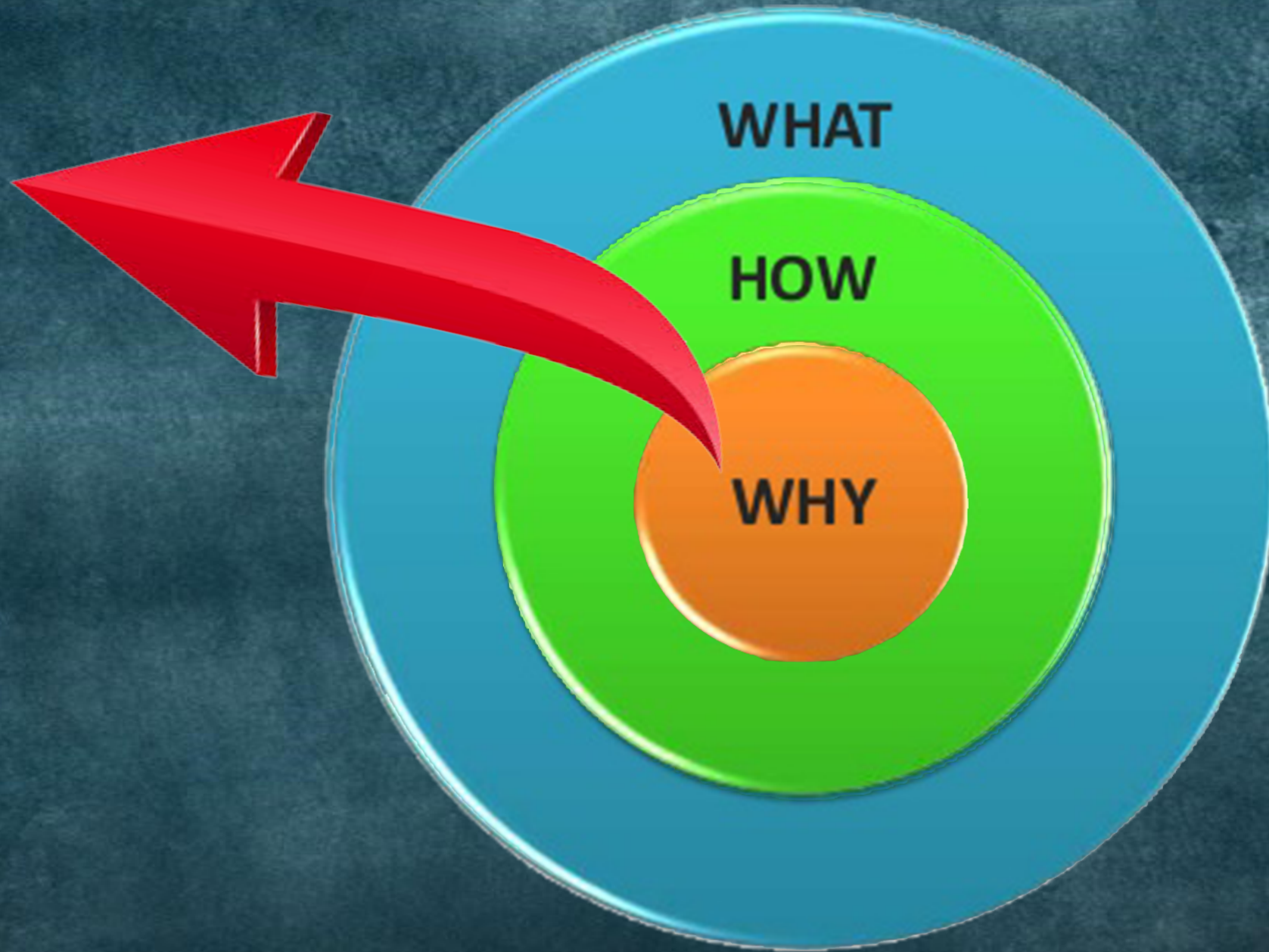
- ❖ We make great computers.
- ❖ They are beautifully designed, simple to use, & user-friendly.
- ❖ Want to buy one?



HOW APPLE *ACTUALLY* COMMUNICATES:

- ❖ In everything we do, we believe in challenging the status quo. We believe in thinking differently.
- ❖ The way we challenge the status quo is by making our products beautifully designed, simple to use, & user-friendly.
- ❖ And we happen to make great computers.
- ❖ Want to buy one?







CULTIVATE
HEALTHY
RELATIONSHIPS

Name	Cultivation 1	Cultivation 2	Cultivation 3	Cultivation 4	Cultivation 5	Cultivation 6	Ask	Follow-up
Smith, Joe	Dinner with Harry Walsh	Visit site of the new building	Lunch with Rector at Rectory	Meet with architects to review plans	Meet with donor of similar gift	Visit similar church which has new building	Walsh and Rector	Personal visit by Campaign Chair



REQUEST THE
GIFT





2 Minutes

THE ENDING CONVERSATION

Restate the case summary.

b. Restate the “ask”.

c. Restate the benefits of the gift.

d. Establish the next step.

6

THE
ACKNOWLEDGEMENT
AND
FOLLOW-UP



STEWARDSHIP



BEGINNING AGAIN: RENEWAL



THE **RIGHT** PERSON
ASKING THE **RIGHT** PERSON
AT THE **RIGHT** TIME
FOR THE **RIGHT** AMOUNT
FOR THE **RIGHT** PROJECT

“Dr. George and Helen Pappas”

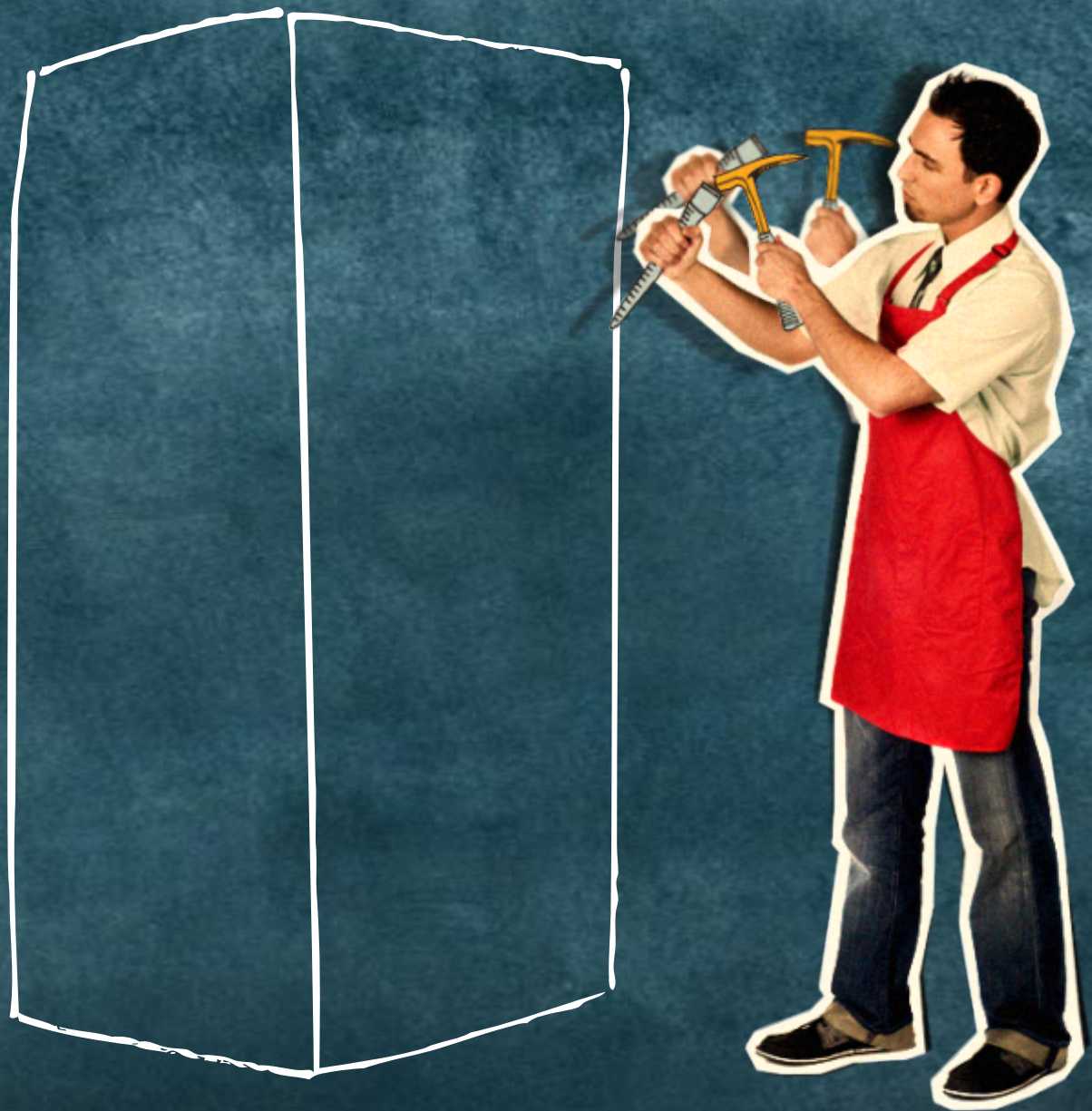
ACTIVITY INSTRUCTIONS

Divide into groups (4 people per group)

- George Pappas
- Helen Pappas
- Solicitor
- Observer

The Observer gets “The Hidden Agenda” envelope

ONLY George, Helen, and the Observer read “The Hidden Agenda” - **THE SOLICITOR DOES NOT READ**







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