

Generating Larger Donations

Course Summary

Generating Larger Donations looks at how to raise greater funds through three major income streams: Individual, Business and Legacies. These funding sources can be transformational for archives, and can provide some of the highest returns of any type of fundraising. In this session, we will cover who gives these donations, and their motivations for giving in this way. We'll use this underpinning knowledge to consider how to craft appropriate fundraising approaches to these givers, and how best to steward relationships with them.

Aim

Participants have the knowledge and skills to implement high-value fundraising in their own organisation, at a level appropriate to them

Learning Objectives

The course will enable participants to

- Identify high-value donors
- Understand their motivations
- Use that knowledge to craft appropriate fundraising approaches
- Steward these supporters appropriately

Summary of content

- Legacy giving:
 - Who leaves legacies?
 - Why do people a) write wills b) leave legacies?
 - Creating legacy fundraising collateral
 - Developing your 'drip-drip' strategy
 - Some basic legalities (see DT comment)
- Individual and Business giving:
 - Who might give major donations?
 - How do you find high net worth individuals?
 - Why do people give major donations?
 - The major donor fundraising cycle
- Both:
 - Face to face conversations
 - Making the 'ask'
 - Barriers to the ask
 - Stewardship

