

Major Gifts & Corporates: First Steps

<p>Prospect Identification</p> <p>Develop a contact list</p> <p>Cold research</p> <p>Narrow the list</p> <p>Develop a prospect pipeline</p>	
<p>Why do people/ corporates give</p> <p>What information do you need to understand about your prospects</p> <p>Understanding major donor motivation – Assess against contact list</p>	
<p>What could your organisation offer</p> <p>Philanthropy</p> <p>Affinity</p> <p>Mutual benefit</p> <p>Social</p>	

<p>Cultivation</p> <p>Needs finding: Questions you need to ask</p> <p>What do you need to do to establish a donor engagement plan for key prospects (corporates or major givers)</p>	
<p>Solicitation</p> <p>What do you need to prepare to be ready to make the ask</p> <p>Who should/could make the ask within your organisation</p>	
<p>Stewardship</p> <p>What processes do you need to establish to be able to effectively steward your donors</p>	