

The Science of Major Gifts

Jonathan Spinner, PhD, and principal of Real Fundraising, a consulting, training, and electronic information services firm, will focus on the technical aspects of planning a major gift program, and the relationship between major and mega gifts for your endowment fund.

The morning will focus on

- defining what constitutes a major gift
- their importance in your fundraising program
- creating the keys to relationship building
- laying down a plan to generate transformational giving
- organizing your operation for major gifts.

Included in the program will be an in-depth examination of how a solicitor can control the solicitation itself to obtain the desired results.

This seminar will provide both the agencies that wants to launch a major gifts program and those that want to improve their existing program, and will feature “how to” methodologies for solicitors.