

WHAT POTENTIAL MAJOR DONORS NEED TO KNOW

Sometimes in enthusiastically presenting an organization's funding needs, what is often overlooked is what potential major donors need to know; for example:

- Want to be assured that the plans that they are being asked to assist in financing result from thoughtful and sound planning, and not the sudden inspiration of an organization eager to get their money.
- Want to know that others are supporting the organization, especially the governing board, and that they have not been singled out for a gift just because they have significant financial means.
- Want to be persuaded that the funding need is an urgent one, essential to be met now and not at some future indefinite time.

Factors Motivating Major Gifts

Prominent among the many factors which encourage donors to make major gifts is that they most often:

- relate to **institutional vision and leadership**, and not to fundraising campaigns.
- want their gifts to **make a difference**, and not to replace the need for sound fiscal management.
- reflect gift levels of their **involvement** with the organization, and not simply their capacity to give.

Are you overlooking anything your potential donors need to know?