

## Major Gifts

### Matching Special Prospects To Our Special Programs

WHAT WE CAN DO TO BE ALERT FOR OPPORTUNITIES TO OBTAIN NEW OR INCREASED MAJOR SUPPORT AND HOW TO BE CREATIVE IN OBTAINING THOSE SPECIAL FUNDS

- 1) **EXAMINE**, ANALYZE AND INVESTIGATE AT ALL TIMES, ALL THAT WE DO TO KNOW WHAT WILL APPEAL TO PROSPECTS.
- 2) **ADVERTISE** AND INFORM OF OUR PROGRAMS AND SERVICES THROUGH PERSONAL CONTACTS, LETTERS, NEWSLETTERS, OTHER PUBLICATIONS, ETC.
- 3) **RESEARCH**, RATE AND EVALUATE PREVIOUS DONORS, ADVOCATES AND ALL OTHER CONSTITUENCIES FOR CONSENSUS REGARDING LIKELY SUPPORT.
- 4) **IDENTIFY** PROSPECTS WHO COULD BENEFIT FROM AN ASSOCIATION WITH US.
- 5) **PREPARE**, WITH THE ASSISTANCE OF ALL APPROPRIATE STAFF, ALL OF THE NECESSARY ELEMENTS FOR PRESENTATIONS TO THE PROSPECTS AND TO SEEK TRUSTEE INVOLVEMENT THROUGH THEIR CONTACTS AND SOLICITATIONS.
- 6) **RESPONSIBILITY** IS OURS FOR THE FULL "SERVICING" OF THE BENEFITS, PRIVILEGES AND RECOGNITION PROMISED TO THE DONORS, INCLUDING EMPLOYING ALL NECESSARY ORGANIZATION STAFF SUPPORT AND PARTICIPATION.
- 7) **EVALUATE** ONGOING AND COMPLETED MAJOR GIFT CONTRIBUTIONS TO THE SATISFACTION OF THE DONORS TO MAINTAIN AND CONTINUE SUPPORT AND IN ORDER TO CULTIVATE AND ENCOURAGE EVEN LARGER FUTURE GIFTS.