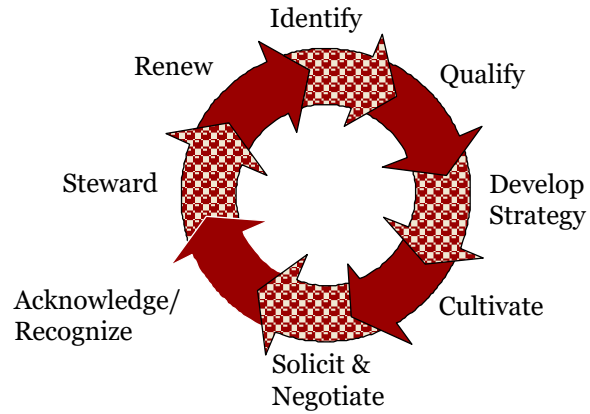


Building a Major Giving Pipeline from Your Membership

Bill Stanczykiewicz, Ed.D.
Senior Assistant Dean for External Relations
Clinical Associate Professor
Director & Rosso Fellow, The Fund Raising School

The Eight Step Major Gift Management Cycle



Stewardship is the guiding principle in philanthropic fundraising. It is defined as the philosophy and means by which an institution exercises ethical accountability in the use of contributed resources and the philosophy and means by which a donor exercises responsibility in the voluntary use of resources.

Step 1: Identification

CAPACITY

Most Major gifts come from within the organization's donor base.

Look at:

- Frequency

- Recency

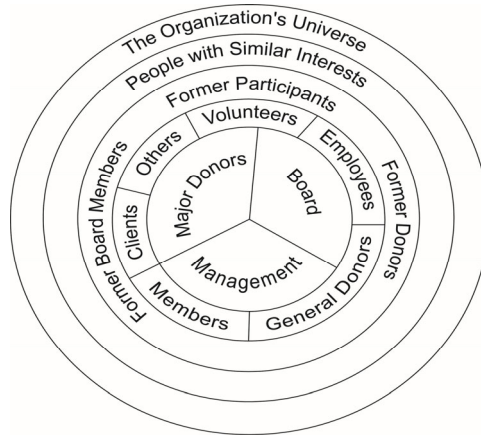
- Size of gifts

- Consider Screening Research databases

Where To Find Potential Major Gift Donors

- Repeated annual fund donors
- Other major gift donors
- Volunteers
- Board members
- Others?

Rosso's Constituency Model



Source: *Achieving Excellence in Fundraising*, 5th edition

Step 2: Qualification

INTEREST AND LINKAGES

Evaluate Linkage, Ability, Interest – LAI

Top Annual Fund Donors

Board of Directors

Indicators that current donor may be ready for increased gift

Increased annual giving

Empty nest situation and/or children have graduated from college

Job promotion

Sale of a business

Retirement

LAI / LIA

Donor Research and
Acquisition (Annual fund)



Linkage

Ability

Interest

Donor Development
(Major Gifts)



Linkage

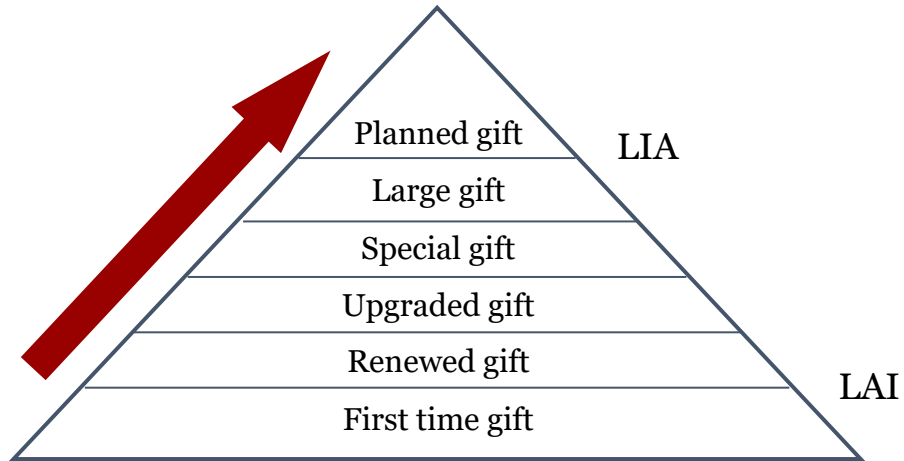
Involvement

Advocacy

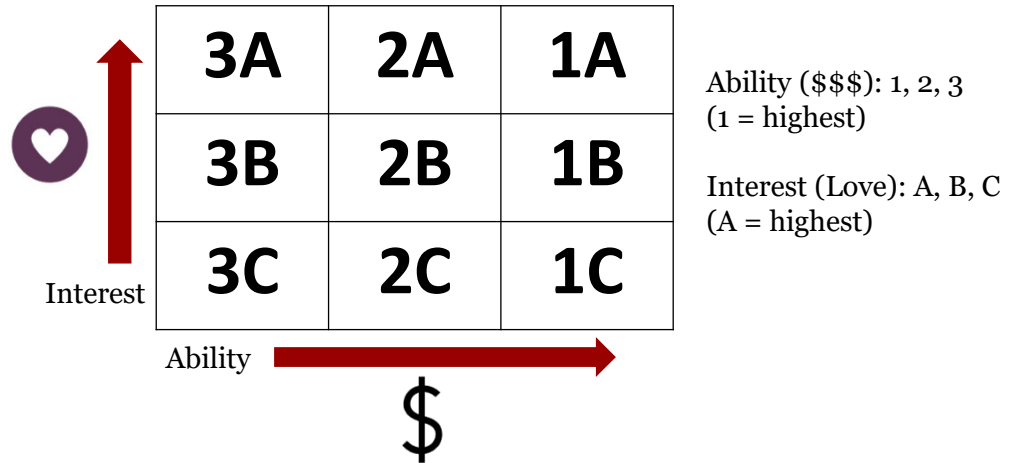


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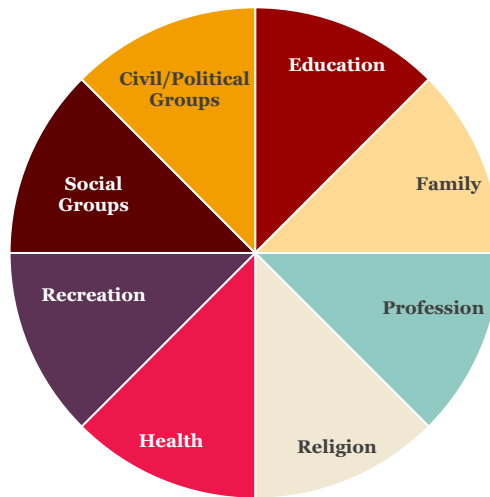
The Development Process



The 9-Box Grid



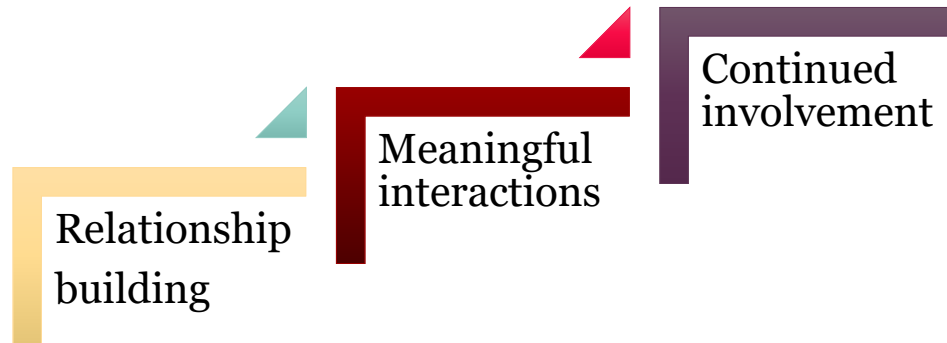
Wheel of Roles and Responsibilities



Source: *Achieving Excellence in Fundraising*, 5th edition

Step 4: Cultivation

INTERACTION over TIME



What is Stewardship?

Acknowledging and handling the gift as stated

Expressing gratitude

Creating personal connections through conversation

Staying engaged with donors, without always asking for a gift

Providing opportunities for involvement, not always money

Source: Achieving Excellence in Fundraising, 5th Edition

Who is Involved in Stewardship?

Fundraising
team

CEO

Board
members

Staff

Volunteers

Everyone

How do You Demonstrate Stewardship?

- Saying “thank you”
- Gift acknowledgments
- Gift receipts
- Phone calls
- In-person meetings
- Events
- Acknowledging life events
- Saying happy birthday
- Sending flowers for a loss
- Sharing impact of gift
- Invitation to volunteer
- Site visit
- Check-in call
- Celebrating accomplishments

Thank You!

Bill Stanczykiewicz, Ed.D.

billstan@iu.edu

@_billstan