

MAJOR GIFTS

RESOURCE 1.5



Seven Essentials

1. See the major gifts “ask” as a mission and ministry, with a side-benefit of raising money
2. Capacity and interest
3. Prospect versus suspect
4. Moves management
5. Let the donors match meaning from the major gifts menu
6. Follow the eight step process
7. Measure your moves and your asks (planned gifts and major gifts)



Notes: