

# How to Get **Major Gifts** for Your Nonprofit

A major gift to a nonprofit can be profound. I remember one donor who gave a shopping center to his church. It allowed them to move out of their existing facility and move into an unprecedented phase of growth. But major gifts take a major donor mindset. **Here are a few tips for your nonprofit.**

## 1. Who are the Major Donors?

It's the most common question I get asked: "Can you introduce me to major donors?" Yet in reality, they are all around us. They include:

- Business Owners
- Serial Entrepreneurs
- Real Estate Developers/Owners
- Corporate Executives
- Professionals
- Generous People

## 2. Why are they important?

- They are influencers to greater generosity.
- The 80/20 rule is becoming more the 90/10 rule
- Under the new tax laws, they are the least impacted to give

## 3. What are major gifts?

Major gifts often depend on your context. It can be a 10,000 dollar gift or it might be a million dollar gift. But they are often more than just cash.

- Publicly traded stock
- Real estate
- Gifts of business interests
- Other assets

## 4. Don't forget the business sale.

- \$4-6 trillion of business sales annually
- Many occur at year end
- Give then sell is key to reduce tax liability and maximize generosity
- Encourage donors to build a plan prior to the sale

## 5. Three ways to minister.

- Seek to understand their issues—i.e., running a business, tax issues
- Point them to good resources
- Preach a message of generosity and God's ownership

## What's Next

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**Develop** your plan and your ministry

**Set up** a meeting

**Listen** to understand, not to respond.

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