

## Major Donor Strategies

Major donors are critical to sustainable ministry success. According to recent studies, 89% of giving comes from 14% of donors, those giving \$1,000 or more<sup>1</sup>. 76% percent comes from the top 4% of donors, those giving \$5,000 or more<sup>1</sup>. While a balanced and strategic overall development program is important, a strong major donor program is indispensable. We have identified three strategic major donor opportunities to help cultivate your ministry's key donors.

### 1) Major Donor Salon Events

The goal of a salon event is to gather five or six couples in someone's home to enjoy a meal together. Invite key donors and be thoughtful about seating and conversation. During the meal, encourage couples to share about their family, their business, and their story. You will learn more about their families, jobs, and passions. After learning more about donors, the ministry President or Executive Director shares about the ministry. Key elements of salon events include:

- Reiterate the mission and impact of your ministry and how their investment makes a difference.
- Share with donors the ministry vision and how they are needed to accomplish the work.
- Leave them with a reason to pray and consider their involvement.
- Follow up with one-on-one visits and ask for commitments face to face with the couple.

### 2) Family Legacy Workshops

These workshops are a tool to minister to key major donors by engaging them together to gain tools and perspective in setting the trajectory for their family for generations. Couples will leave these workshops challenged, empowered, and excited to make a difference in their families and in the Kingdom.

- This is a 24-hour, invitation-only event led by The Signatry with 10-15 couples.
- Attendees will create mission, vision, and values statements through the experience.
- The Signatry teaches the practice of generosity as a way to exercise and express those values.
- The Signatry encourages ministries to pay for this workshop as a way to serve donors well, and it will not involve a direct ask. It does help connect to donors and endear your ministry to them.

### 3) The Cooperative Partnership

This is a focused effort to expand generosity with major donors through partnership with The Signatry to evaluate opportunity and start conversation.

- The Signatry helps evaluate prospects with you, consults with donors alongside you, and assists you in pursuing potential gifts.
- This positions you as an innovator, collaborator, and advisor for donors, expanding your relationship with your major donors.
- The Signatry facilitates complex asset gifts with their team of legal and tax experts, alongside the donor and the donor's advisors that are transformational for the donor and the ministry.

For more information or to discuss strategies, contact Kristin Hammett, Director of Ministry Services at The Signatry. [khammett@thesignatry.com](mailto:khammett@thesignatry.com) or 816.522.6315

<sup>1</sup> "The New 80/20 Rule for Fundraising," Amperage Fundraising Advisors, accessed February 7, 2020, <https://www.amperagefundraising.com/new-80-20-rule-fundraising/>

<sup>1</sup> Ibid.

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