

Major Donor Event 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 more¹. 76% percent comes from the top 4% of donors, those giving \$5,000 or more¹. 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

A salon event aims to gather a small group of key donors and share an update on the ministry. The program can vary but should reiterate the vision, mission, and impact. A salon event harnesses intimate group dynamics and enlightened giving strategies to ignite revolutionary generosity for ministry impact. Key elements could include:

- Sharing a new initiative, an adjusted plan, and a story of success.
- Including videos, tours, virtual tours, and testimonies as possibilities for this type of event.
- Incorporating a brief 5-7-minute complex asset gift talk from The Signatry. When a ministry has shared an aggressive, impactful vision, The Signatry can come alongside and explain complex asset gift opportunities that enable donors to give more generously and potentially pay less in tax.

2) Family Legacy Workshops

These workshops minister to key major donors by engaging them together to gain tools and perspectives to set direction for their families. 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.
- We teach 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 their donors well, and it will not involve a direct ask. However, it is a great way to connect with donors and endear your ministry to them.

3) Vision Events

This event may be a major donor retreat weekend, a VIP event, or a State of the Ministry to key stakeholders. Regardless of what you call it, this event is aimed at your existing major donors and perhaps a few donors who have the potential to become major donors. When ministry leaders share the compelling future of the ministry, investors will lean in and want to do more.

- This gathering can happen in person, which is preferred, but can also take place virtually.
- Much like the salon gathering, the program can vary but should focus on sharing a vision for the future and the potential impact.
- The Signatry can share how to unlock revolutionary generosity by giving more efficiently with asset gifts. The result is bigger ministry impact.

For more information or to discuss strategies, contact Kristin Hammett, Director of Nonprofit Success at The Signatry khammett@thesignatry.com.

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

¹ Ibid.

Disclaimer: The Signatry does not provide legal, tax, financial or other professional advice. You should consult professional advisors concerning the legal, tax, or financial consequences of your charitable activities.