

Complex Issues Affecting Major Gift Solicitations

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Key areas we will cover today...

- Constituency/Donor Pool
- Mission, Vision and the Case for Support
- Tracking and Managing Success
- Board and Advisory Groups
- Cultivation, Solicitation and Stewardship

Constituency/Donor Pool



- Confidentiality challenges
- Clients/consumers are not good prospects
- Too many prospects in the pool
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Mission, Vision and the Case for Support



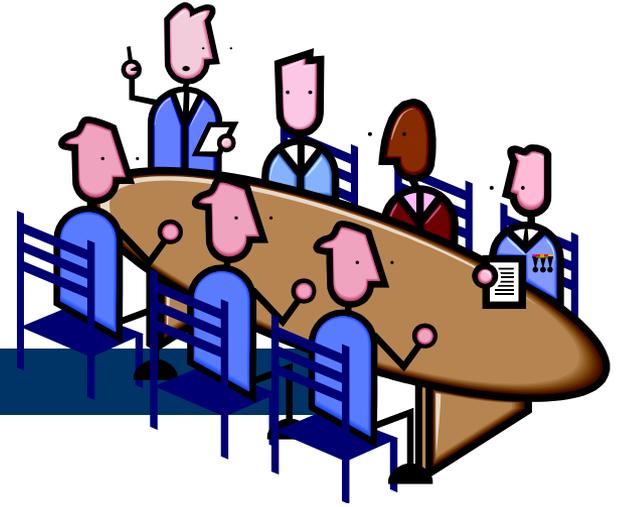
- Mission statement is outdated or doesn't resonate
- Case is complex
- Leadership void
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Tracking and Managing Success



- Setting meaningful goals
- Benchmarking
- Time management
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Board and Advisory Groups



- Board doesn't want to fundraise
- Stale boards and advisory groups
- Leadership void
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Cultivation, Solicitation and Stewardship



- Complicated asks
- Challenging donors
- Awkward situations
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Applying these concepts

Three things I'll do when I return to the office...

1.

2.

3.

Any Questions?



*Thank you
for your
attention and
participation!*