



UNPACKING MAJOR GIFTS

Presented by



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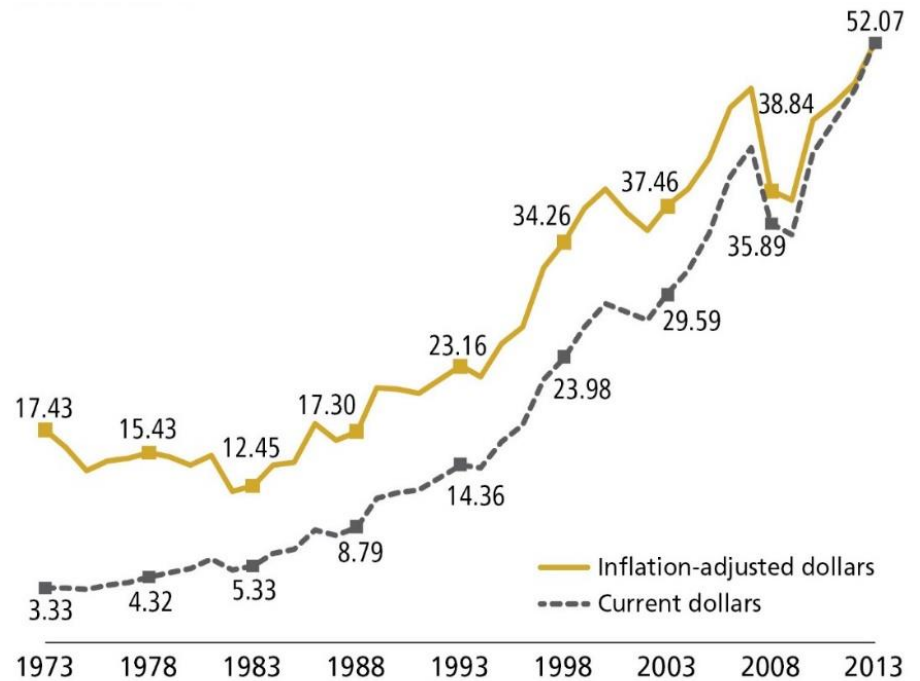
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Giving to Education

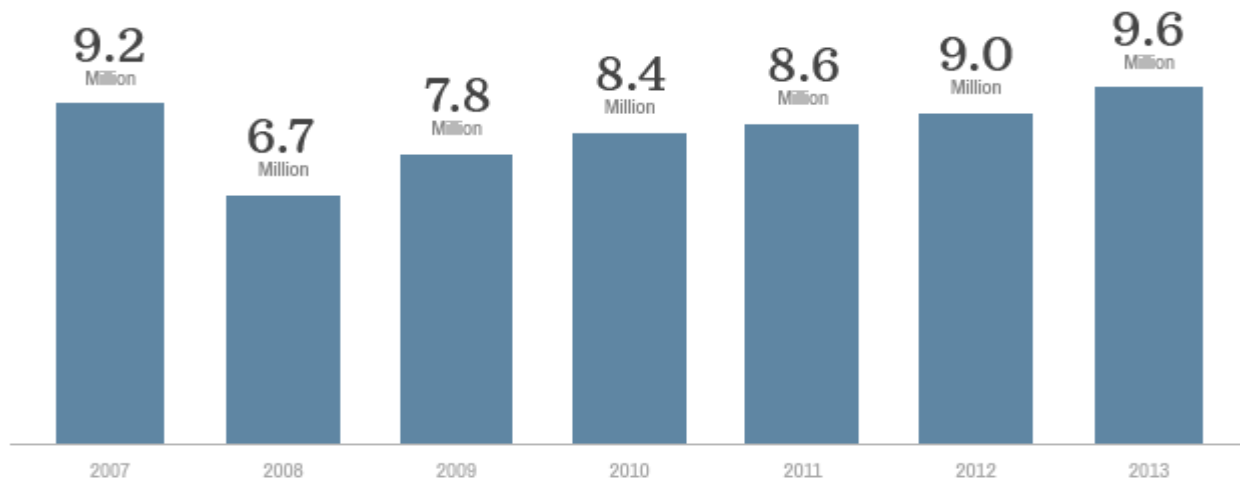
- Compared with all other charitable subsectors, giving to education has seen the most positive growth since the end of the Great Recession in 2009.
- Education remains a top priority for many donors.
- Big gifts are back: focus on the top 5 percent (capacity) of your constituency.



Growing Wealth

- They're everywhere; the number of U.S. households with a net worth of more than \$1 million is up to 9.63 million, and the majority made that money in the last decade.

Number of millionaire households



SOURCE: SPECTREM GROUP, AFFLUENT MARKET INSIGHTS REPORT 2014

- The transfer of wealth to Baby Boomers is expected to reach between \$41 trillion and \$136 trillion.

A Sampling of \$1 Million+ Gifts

- \$150 million to Stony Brook University in NY by Simons Foundation (2012)
- \$100 million to Georgetown University by Frank H. McCourt, Jr. (2013)
- \$34 million to West Virginia University by Benjamin Statler (2012)
- \$17.2 million to Golda Och Academy in NJ by Eric F. Ross (2011)
- \$5 million to New Jersey Institute of Technology by John and Helen Hartmann (2012)
- \$8 million to Salisbury University by Guerrieri Family Foundation (2013)
- \$5 million to University of the Virgin Islands by Kiril Sokoloff (2011)
- \$3 million to University of Delaware by Charles W. and Patricia Horn (2012)
- \$1 million to George Washington University by James F. Humphreys (2012)
- \$1 million to Delaware State University by Bill & Melinda Gates Foundation (2012)



Fundraising Maxims

- People give to people
- People give because they are asked
- People give in relation to who asks
- Personal visits result in larger gifts
- Donors want **impact**
- Donors deserve **recognition**



The Major Gift Cycle

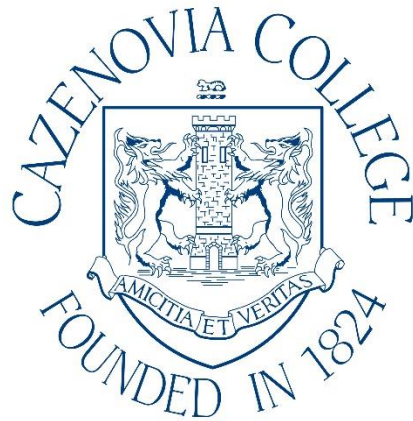
Step	Action	Timeframe
Introduction	Event	
Personal follow up	Letter	1 Week
Cultivation	Personal luncheon/site visit	6 Weeks
Briefing	First request	18 Weeks
Small gift (\$1,000-\$5,000)	Personal thank you	24 Weeks
Stewardship meeting	Meeting or volunteer role?	36 Weeks
Cultivation	Event	48 Weeks
Briefing	With volunteer	60 Weeks
Major gift request	Personal visit with volunteer	72 Weeks
Major gift commitment	Personalized thank you	78 Weeks



Case Study:

Unpacking Major Gifts at

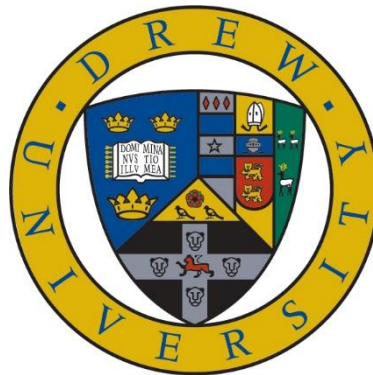
CAZENOVIA COLLEGE



Case Study:

Unpacking Major Gifts at

DREW UNIVERSITY



“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela

THANK YOU

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