



UNLOCKING THE MYSTERY:
The Major Gifts Meeting

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Today's Hosts



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Setting the Stage

“When we have gained the freedom to ask without fear, to love fund-raising as a form of ministry, then fund-raising will be good for our spiritual life.” – Henri Nouwen, The Spirituality of Fundraising

The Real Major Gift

You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.

-2 Corinthians 9:11 (NIV)



Redefine “Major”

MAJOR GIFT:

*Any gift that indicates significant
growth in the cause!*



BIG IDEA

Anyone can make a major gift!



* Unlocking the Mystery *

- **Before the Meeting**
- **During the Meeting**
- **After the Meeting**

* Before the Meeting *

Who are we meeting with?

.....



* Before the Meeting *



CONNECTION

Is this person a P, E,
or O in the cause?



ABILITY

What size is this
person's next major
gift?



READINESS

How ready is this
person to make
his/her next major
gift?

* Before the Meeting *

How do we get the meeting?

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Before the Meeting

Types of Major Gifts meetings:

- *Discovery*
- *Engagement/Permission Ask*
- *Ask*

Before the Meeting

How do I prep for the meeting?

1. What do I need to know about my ministry?
2. What do I need to know about this giver?
3. What do I need to take with me?
4. PRAY!



• During the Meeting •

What am I listening for?

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• During the Meeting •

How do I actually bring up the ask?

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During the Meeting

Calling the Audible

After The Meeting

They said “YES!” Now what?

See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland. – Isaiah 43:19 (NIV)



After The Meeting

They said “maybe” Now what?

See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland. – Isaiah 43:19 (NIV)

After The Meeting

They said “No!” Now what?

See, I am doing a new thing! Now it springs up; do you not perceive it? I am making a way in the wilderness and streams in the wasteland. – Isaiah 43:19 (NIV)



Wrapping Up

Thank you for joining us today.

