

# The Role of the CEO/Executive Director in Major Gifts and Personal Solicitations

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# Successful Fundraising Planning



# Preparing Your Elevator Speech

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- When was your organization founded?
- What makes your organization unique and important?
- What is the annual budget?
- How many staff? Full-time; Part-time
- How many volunteers?
- How many acres does your organization own?
- How many members? Donors?
- What is endowment?
- How is the endowment invested?



# Preparing Your Elevator Speech

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- What does your organization **NEED** in annual donations?
- What is the **IMPACT** of their gift?
- Who **BENEFITS** from my donation?
- Why should someone donate?



# CASE FOR SUPPORT

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Essential Components and Creating a compelling argument through

**Ethos** – Establishing reputation and credibility

**Logos** – Making a logical argument supported by reason and data

**Pathos** – Creating an emotional appeal; convincing an audience of an argument by creating an emotional response



# Moves Management

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# Building Relationships

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**Opportunity where organization can strengthen the relationship with donors**



# Cultivate Your Prospects

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- 1. Inform** – Aware of the problem.
- 2. Educate** – Persuaded there is a solution.
- 3. Motivate** – Encouraged to give.
- 4. Visit** – Solicited face-to-face

**How will you cultivate the relationship?**





# Prospects “Touch Points”

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# Solicitation

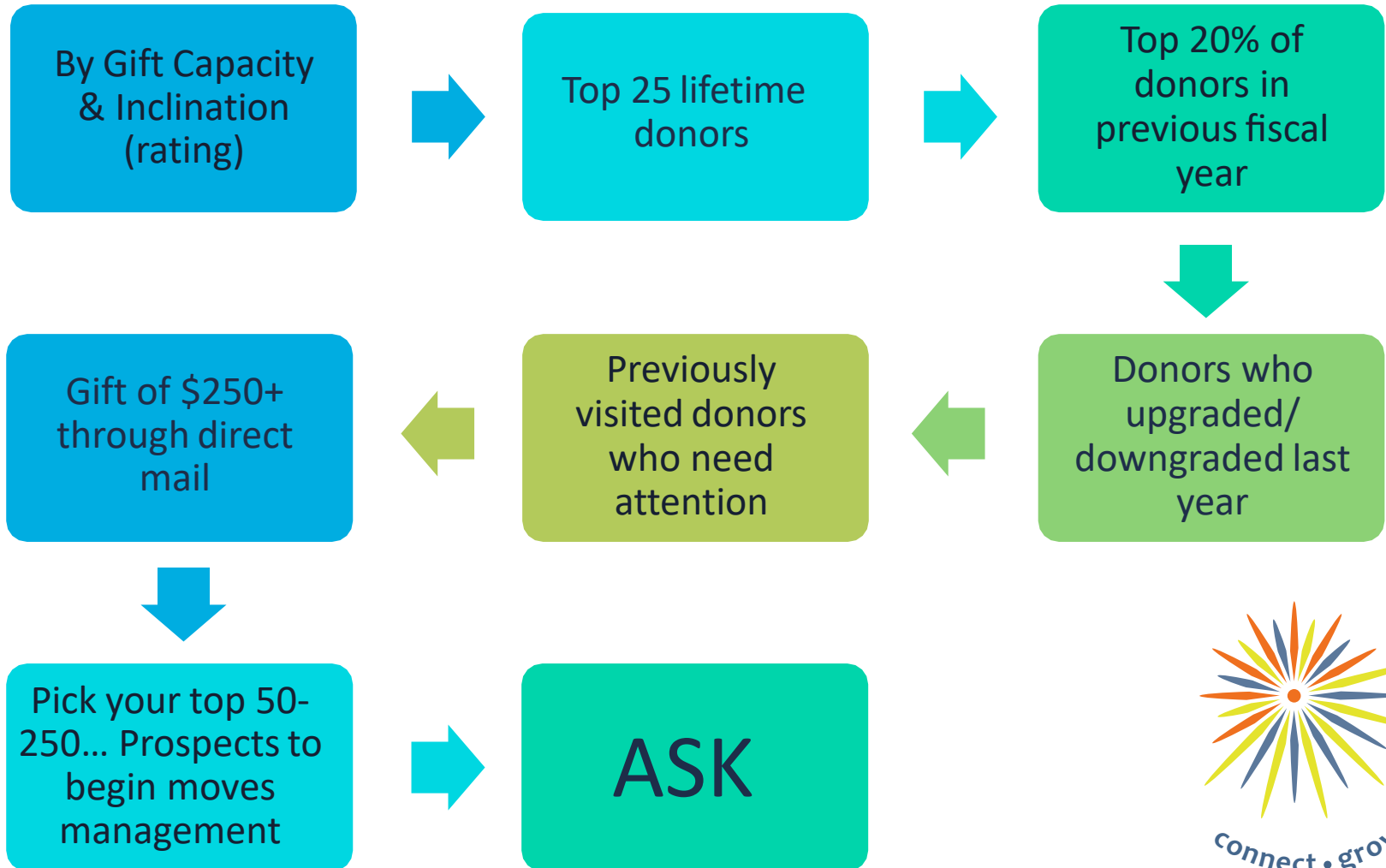
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The process of presenting an opportunity to invest

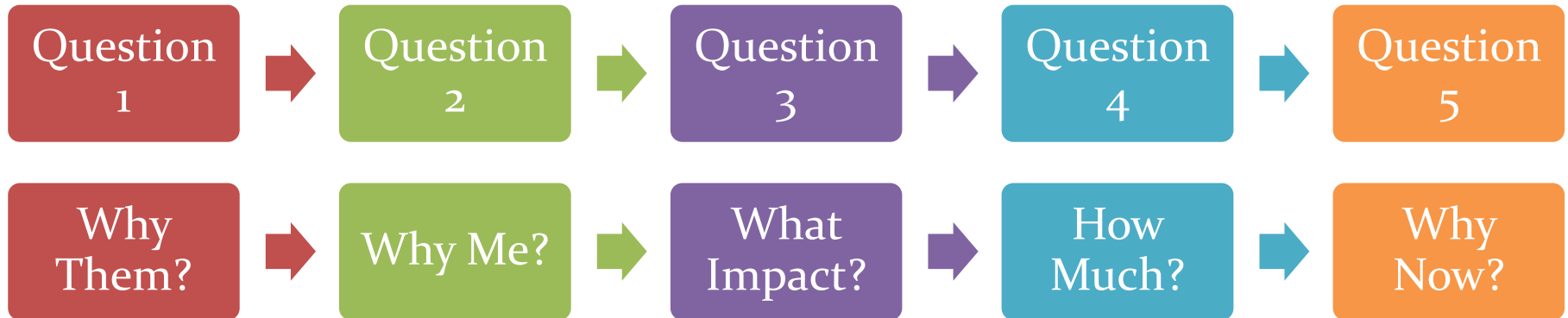


# Prioritize Your Prospects



# Donor Thought Process

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# Fundraising Is...

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The right person asking

The right prospect

For the right gift

For the right program

At the right time

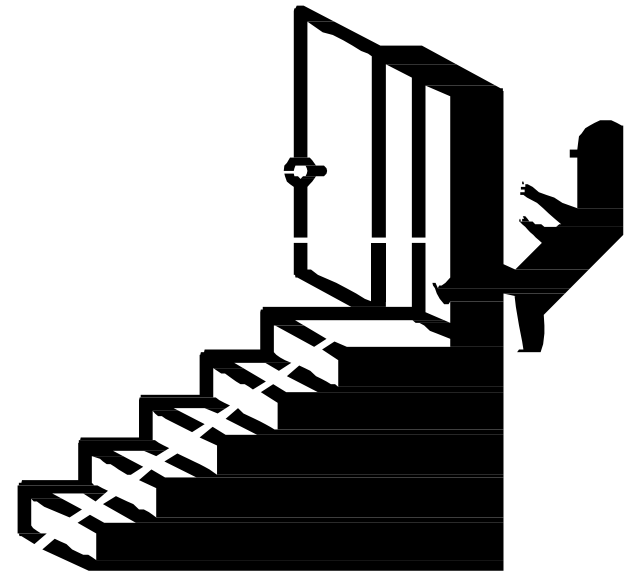
In the right way.



# Six Basic Closing Steps

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- Opening
- Questioning
- Listening
- Presenting
- Overcoming objections
- Asking for the Gift



# Briefcase

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- Case for Support
- FAQ's
- Pledge form
- Remittance Envelope
- Letters of Support



# Donor Recognition and Stewardship

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# Discussion

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# Questions

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