

Discovering the Major Gift Officer in You!

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Session 1

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Disclosures

- I'm sure much of what I'll share with you today is already well-known to you – if so, consider it a friendly refresher course
- You are probably already more informed about what it takes to be successful than you think
- I'm not intending to tell anyone how to do their job today
- Every shop is different and takes a different angle to developing major gifts
- This is intended to be a discussion, not a formal presentation



Around the Horn

- Who, what, where?
- How long at your organization?
- What would you like to get out of today's session?
- What's a major gift in your shop?



Broad Topics Covered Today

1. Major gifts defined
2. Why so important?
3. Starting out
4. Cultivation process and tactics
5. Keys to success
6. Metrics
7. Where to go from here



What is a Major Gift

- Depends on the organization....
- Anywhere from \$1,000 to \$1,000,000 or more
- Small percentage of your donor base (5%)
- Given by those with capacity AND interest in your mission



Why So Important?

“I rob banks because that’s where the money is.”

– Slick Willie Sutton, Famous Bank Robber



80/20 is now 95/5

- Major donors often represent the lion's share of your total philanthropic revenue
- No greater partner in implementing your organization's mission and vision
- Year in and year out, the 95/5 rule proves to be true
- Doesn't mean you don't focus on smaller donors



Who is Giving in America

- \$316.2 billion given in 2012
 - 228.9 billion from individuals
 - 18.2 billion from corporations and their foundations
 - 45.7 billion from private foundations
 - 23.4 billion from bequests
- **Individuals represent 80% of giving in America year in and year out (living and deceased)**

• Source: Giving USA Foundation website 2013



Why Donors Give

- U.S Trust Charitable Giving Study
- The primary reasons the affluent give are:
 - **Approached by someone with whom they have a strong relationship (i.e. friend, physician, family member, colleague)**
 - Desire to support a worthwhile cause
 - Believe that those who have been financially successful have a responsibility to share their good fortune
 - Tax benefits



Starting Out

- No matter what, if you believe in a cause, you can be a very effective MGO
- There are many personality traits that are helpful, but a few key ones are:
 - Passion
 - Attention to detail
 - Organization
 - Trustworthiness (follow-up and do what you promise)
 - Enjoy being around people



Starting Out

- Who's been giving at the major gift level already
- Who's not giving that should be (AF donors)
- Board members (current and former), employees
- Look at giving history and your database
- Create a "top 100 list" in your organization
- Fine tune your prospect list (run it daily)
- Divide it into three (top, mid, bottom)
- Make calls and get out there!



Cultivation, Cultivation, Cultivation

- Keep your "top 100" in mind at all times
- Keep in touch regularly
- Engage them with your mission – introduce them to the people that implement your mission
 - Caregivers, Faculty, Curators, Instructors, Professors, Executives, Board Members



Cultivation, Cultivation, Cultivation

- Moves Management is a great system to implement and utilize if you haven't already
- Refers to the process by which a prospective donor is moved from cultivation to solicitation
- "Moves" are the actions an organization takes to bring in donors, establish relationships, and renew contributions
- David Dunlop developed the concept of moves management



Keys to Success

- Get the visit
- Get personal, but not too personal
- Engage with your mission
- Ask for advice
- Ask questions and learn
- Listen at least 75% of the time




Keys to Success

- Active listening (eye contact, asking questions, non-verbal, provide feedback)
- Call a major donor at least daily – it's a "contact sport"
- Cultivate all the time
 - Email, phone, in person – this is a "contact sport"
- Ask only some of the time
 - Annual gifts can be asked for annual or more often
 - Not major gifts
 - But don't be afraid to ask when the time is right
- The ask!



Getting Ready for the Ask

- Right purpose?
- Right amount?
- Right solicitor?
- Right time?
- Right place?
- Right participants?
- Right materials?




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Metrics to Live By

For you and your colleagues/staff:


- Face-to-face donor meetings (1:1's)
 - With prospects, donors and connectors
 - NO contact report, NO visit
 - Keep close track through your database
- In-person interactions (events)
 - Large group meetings, events, etc.
- Meetings with internal stakeholders like docs, executives, professors, other staff
 - Those who have the ability to advance donor engagement
- Dollars raised



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Where to go from here

- Two takeaways:
 - #1: If you believe in a cause, you can be a very effective MGO
 - #2: Major gift giving is a wonderful way to help advance your organization's mission



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Group Discussion

Thank You!

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