

## Major Gift Master Class Czech Fundraising Center

- I. Major Gift Strategy Lab Part I
  - a. Building Blocks
    - i. Great relationships
    - ii. Trusted v. Trustworthy
  - b. Fundamentals
    - i. Vision and Impact
      - 1. Start with why
      - 2. Importance of a clear vision and clear mission outcomes
    - ii. Engagement
      - 1. Tarnside Curve ©
      - 2. Why engagement is most important principle of fundraising
      - 3. Engagement goals
    - iii. Stewardship
      - 1. The promise you make donors
      - 2. Delivering on the promise
      - 3. Why stewardships is critical to major gifts
  - c. Strategic Initiatives
    - i. Discovering prospective donor's philanthropic profile
      - 1. The "Rights" ©
      - 2. The Upside Down Triangle ©
      - 3. Exercise - Strategic Questioning
    - ii. Creating Strategy
      - 1. Who needs a strategy?
      - 2. What is a strategic initiative?
      - 3. Exercise – Strategic initiative or not?
    - iii. Exercise - Strategic initiatives practice
- II. Major Gift Strategy Lab Part II
  - a) Major Gift Engagement and Stewardship
    - i. What's in your toolkit?
    - ii. Exercise –brainstorm
    - iii. Systematizing stewardship
    - iv. Performance metrics
    - v. Exercise – create stewardship plan