

Is Your Orchestra Ready for a Major Gifts Program?

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Sound Data Management

Clean data and skilled data management are **essential**.
You'll need to record much more than name, contact info
& gift history.

Strong Individual Giving Program

Establish a strong individual giving program **before** creating a plan to move select donors to their “higher giving potential.”

Pipeline of Prospects with LIA

Successful major gifts programs depend on an identified pool of donors with **linkage, interest & ability** to make a major gift.

suggested resource:
indorgs.virginia.edu/portico

Major Donors on Your Board

People give to people, but those in the position of asking must have **credibility** with the prospect through a proven commitment of their own major gift.

suggested resource:

[Fundraising Realities Every Board Member Must Face](#) -Lansdowne

Case for Transformative Gifts

What would your orchestra do with \$10,000, \$100,000 or \$1,000,000? Prepare to share the **transformative** power of a gift with prospects!

suggested resource:

[Seeing Through A Donor's Eyes -Ahern](#)

Major Gifts Expertise on Your Staff

Invest in professional development of your staff or hire an experienced major gifts officer to ensure you have the **staff resources** to steward major donors and their gifts.

Time to Devote to Major Gifts Efforts

Major gifts fundraising takes time! Be prepared to re-prioritize or delegate other responsibilities.

Executive Support

CEO **participation**, not just support, is critical to the overall success of your major gifts effort.

suggested resource:
[Seeing Through A Donor's Eyes -Ahern](#)

So...

Is Your Orchestra Really Ready for a Major Gifts Program?

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