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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