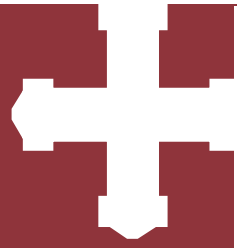


Major Gifts

Resource 1.5



Seven Essentials


1. See the major gifts “ask” as a mission and ministry, with a side-benefit of raising money
2. Capacity and interest
3. Prospect versus suspect
4. Moves management
5. Let the donors match meaning from the major gifts menu
6. Follow the eight step process
7. Measure your moves and your asks (planned gifts and major gifts)

Major Gifts 


- The seven essentials
- Major Gifts as mission and ministry



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Major Gifts 

- The seven essentials
- Capacity and interest




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Major Gifts 


- The seven essentials
- Prospect versus suspect




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Major Gifts 


- The seven essentials
- Moves Management




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Major Gifts 


- The seven essentials
- Let the donors make the menu




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Major Gifts 


- The seven essentials
- The Eight Step Process



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Major Gifts 

- The seven essentials
- Measure your moves and asks



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