

Major Gifts Intensive 2021

with

Gail Perry and Dr. Kathryn Gamble

2021 Calendar



*All webinars are one hour and fifteen minutes
All events are recorded*

Tuesday, March 2

Orientation and Introductions

3:00pm ET

Module 1: The Science of Major Gift Fundraising

March 9

Webinar #1 - Positioning Your Institution for Success: Your Mindset, Team, Culture

3:00pm - 4:15pm ET

Assignment #1: Exercise - Assess Your Success Factors

March 16

Webinar #2 - Creating and Refining Your Major Gift Plan

3:00pm - 4:15pm ET

Assignment # 2: Outline Your Plan, Set Your Metrics, Establish a Goal, Create Your Pipeline

March 30

Group Coaching Call #1 - Developing Your Major Gift Plan

3:00pm - 4:15pm ET

April 6

Bonus Webinar: Major Gift Fundraising for Board Members

3:00pm - 4:15pm ET

Module 1: The Science of Major Gift Fundraising Cont.

April 13

Webinar #3 - The Art of Discovery: Prospect Research & Field Research

3:00pm - 4:15pm ET

Assignment #3: Set Your Objectives for Discovery and Set Up Discovery Calls

April 27

Bonus Webinar with Eli Jordfald - Real World: The Art of the Discovery Call

3:00pm - 4:15pm ET

Module 2: The Art of Major Gift Fundraising

May 4

Webinar #4 - Managing the Donor Relationship: Designing Strategies that Yield Major Gifts

3:00pm - 4:15pm ET

May 18

Webinar #5 - Build Deeper Relationships that Lead to Transformational Gifts

3:00pm - 4:15pm ET

Assignment #4: Set your objectives for your next 5 donor calls/visits

June 1

Group Coaching Call #2 - Questions on Donor Meetings

3:00pm - 4:15pm ET

Module 3: Closing Major & Principal Gifts

June 15

Webinar #6 - Preparing Your Donor for a Transformational Gift

3:00pm - 4:15pm ET

Assignment #5: Outline three gift conversations for three different donors.

June 22

Group Coaching Call #3 - Role Plays on Gift Conversations

3:00pm - 4:15pm ET

June 29

Bonus Webinar - Capital Campaigns: Using the Major Gifts Intensive to Launch a Campaign

3:00pm - 4:00pm ET

July 13

Webinar #7 Conversation-Based Asking and Closing Techniques

3:00pm - 4:15pm ET

July 16

Wrap Up and Awards

3:00pm – 3:45pm ET