

Major Gifts Extended Development Program



Xponential's Game Changer is a sustained program to maximise performance of major gifts staff

Your Needs: Fundraising managers and CEOs need to be sure that the organisation is getting maximum returns from investment in major gifts capacity. Major gifts staff need skills and support in this exciting, yet demanding and specialised, fundraising.

Do You Need a Game Changer?

It's well recognised that an effective major gifts strategy has one of the best returns on investment of all recurrent fundraising products. Major gifts work attracts many achievement-oriented people. With the right skills, you can accelerate your career fulfilment, and achievement of results for donors and your organisation.

However major gifts fundraising is more dependent on personal judgements and "reading of people" than any other area of fundraising. Major gifts fundraising also requires mastery of relationship and gift development skills, confidence, strategic listening abilities, and considerable self-management. These skills are hard to learn in a short training course.

This program is suitable if for a person recruited or laterally transferred with little major gifts experience, or major gifts staff who wish to increase their skills.

This four month program is restricted to three or four participants (from non-competing charities), with a mix of small group workshops and individual counsel. This program is primarily aimed at individual prospect identification, cultivation and solicitation, rather than "grant proposal writing".

Game Changer - Program Timetable

This program will develop skills, knowledge and systems in all five steps of the Xponential Prospect Engagement Cycle, from identification through to the solicitation which leads to investment.

Month 1	<ul style="list-style-type: none">• On-site individual client assessment of the organisation's major gifts experience, systems, and personnel strengths• Agreement on the specific goals required for the major gifts strategy and for each participant• ½ day workshop off-site: the case for support, prospect identification, and developing an individual "elevator opening"
Month 2	<ul style="list-style-type: none">• ½ day workshop off-site: cultivation and meeting planning, including important meeting blueprints (interests discovery, "advice visit", "meet the team", solicitation pre-qualification)
Month 3	<ul style="list-style-type: none">• ½ day workshop off-site: pipeline & action tracking, including typical portfolio composition and KPIs
Month 4	<ul style="list-style-type: none">• ½ day workshop off-site: solicitation of gifts & stewardship, including role playing to build confidence and technique

AND FOR EACH OF MONTHS 2 - 4

- Individual counsel and skills coaching ½ day per month per organisation (on-site or phone, by agreement); this ensures that skill, judgement or confidence gaps are addressed, using specific "live" donor relationships over an extended time.

Content also included within multiple workshops and coaching: involvement of the board; assessing gift capacity; interaction with gifts in wills, trusts & foundations; dealing with PAFs.

This investment in your major gifts program will have large returns in this high-revenue area of fundraising.

To make an enquiry, including program details, Sydney and Melbourne dates, or to register your expression of interest for Perth, Adelaide or Brisbane, please click below and send us your contact details.

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