

Major Gifts: The Eight-Step Process Exercise

Resource 3.17

EXERCISE: Choose a person from whom you would like to request a gift in three years. Develop a strategy based on this eight-step program which will get you from suspect to prospect over the three years. Use their first name only (or a fictitious name) and describe each step, and list people you need to help you and dates as a goal for measurable success in each step.

1. Identification.
2. Qualification.
3. Strategy.
4. Relationship building.
5. Request of the gift.
6. Acknowledgment.
7. Stewardship of the gift.
8. Renewal.