



# How to Start or Develop a Major Gifts Program

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# How to Start or Develop a Major Gifts Program

1. Define Your Giving Levels
  - A. Mega Giver
  - B. Major Giver
  - C. Monthly/Regular Giver
  - D. Legacy Giver

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2. Create and Identity for your Major Gift Supporters
  - A. Clubs or levels can be achieved through tiered support
  - B. Consider business & corporate sponsorships
  - C. Peer-to-peer interaction can create a sense of camaraderie
  - D. Always start with a heart to minister to all giving partners

*Moreover, when God gives someone wealth and possessions, and the ability to enjoy them, to accept their lot and be happy in their toil – this is a gift of God (Ecclesiastes 5:19)*

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3. Identify Individuals at this Level; Engage them in this Identity
  - A. Focus more on bringing these individuals closer to your organization through a distinctive giver description
  - B. Begin using the new identity in your communications (email, social media, letters, etc.)
  - C. This identity you create is not based on personal riches, but on our shared passions and responsibilities as stewards

*Do not pervert justice; do not show partiality to the poor or favoritism to the great, but judge your neighbor fairly. (Leviticus 19:15)*

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4. Invite Givers Currently Below the Major Giving Level to Move Up in their Giving
  - A. Use your database to look for prospective donors to engage at higher levels
  - B. Track progress and highlight successes & testimonies
  - C. Don't forget to ask questions about your partner's wellbeing, decision-making, and passions

*From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much more will be asked.*  
(Luke 12:48b)

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5. Create a Communications Plan for your Major Gift Supporters
  - A. Map out your annual communications
  - B. Identify special invitations to events, conference calls, and exclusive updates
  - C. Learn more about your partners, and tailor acknowledgement and appreciation accordingly
  - D. Share stories reflective of both programmatic success and giver engagement to reinforce all that God is doing in your ministry

*Do not store up for yourselves treasures on earth, where moths and vermin destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven...For where your treasure is, there your heart will be also. (Matthew 6:19-21)*



# How to Start or Develop a Major Gifts Program

- Identify your giving levels
- Create a unique identity for your most passionate supporters
- Engage givers in this identity
- Invite partners to move up, and to bring their friends along