



Strengthening charities and congregations to change the world through generosity.

Relationships with Major Donors

Stewardship Kaleidoscope 2024

Rev. Peter Reuss, CFRE, Partner



Mayo hasn't broken ground yet on a host of new buildings that it plans to add to its downtown campus by 2030. But one of the pair of tall, graceful structures -- the one on the right in the picture -- now has a name. [It will be the Bernard E. and Edith B. Waterman Building, named for the benefactors who gave Mayo an undisclosed but "transformational" financial gift.](#) Dené Dryden reports on the announcement, along with the latest news on the "Unbound" project.



Someone tended to that
relationship



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The church is...
different?



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Invest in Relationships

Identify Lead Donor Prospects

Linkage – Interest – Ability

Current Lead Donors

Wealth Screen

Perception

Process

Go to them

It's about relationship, not money

Ask their perspective

Not about power

Thank!

Practical Thoughts

- If you talk more than 30% of the time, you are saying too much.
- Donors give to what they care about, listen to what they have a passion for and share how your ministry lines up with their purpose in life.
- Make them feel that their gift is vital to your mission.

Practical Thoughts

- People remember 34% of what you say.
- People remember 78% of what they say.
- Get people to say what they are going to do and they will remember that.

What not to do

- Don't act like the donor is more important than your ministry. They need your ministry to live out their faith.
- Don't apologize for interrupting their day, they need you and your ministry.
- Don't fail to thank them for giving you time.
- Be a person, but don't seek therapy from them for your problems, you have insurance for that.

What not to do

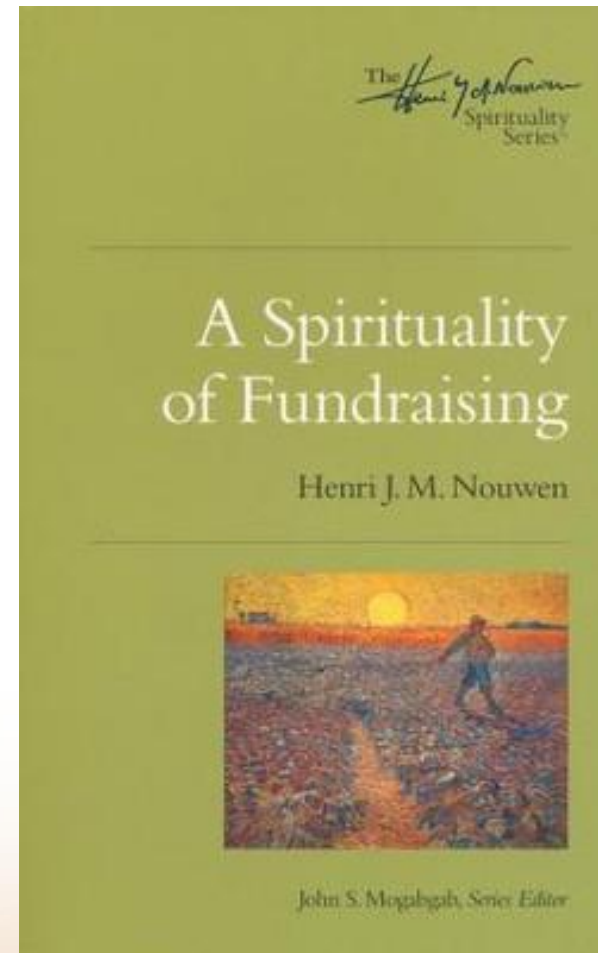
- Don't ask them too soon
- Don't talk too much
- Don't take notes during your meeting (do that when you get to the car)
- Don't mention that you know they have a lot of money
- Don't act like you have never been around a wealthy person

What not to do

- Don't sell what you want. Nobody likes a salesman; line up their interests with your programs. Make it fit.

Don't sell a building to someone who likes programs. Line up the advancement of the programs with the facility you need, or ask for programs. Don't sell the campaign, sell the benefits of the ministry.

“Wherever I go I am the rich aunt or the rich friend or the rich person, so I stay in my little circle, because as soon as I leave it people say, ‘She’s rich!’”





5 Steps to Generosity

Identify
Inform
Motivate
Ask
Thank



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Ask



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Thank



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Estate Gifts



Relationship
Relationship
Relationship