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# **Major Gifts Strategies: Cultivation & Information Technology African Fundraising Seminar Tour October 6-10, 2008 Abuja, Nigeria**



# # 1 A Case for Support

- **Stems from your strategic plan and explains your fundraising objective.**
- **Where have we been?**
- **Where are we today?**
- **Where are we going?**
- **And explains we need to achieve this fund raising goal to get there!**



# Compelling Case Statement

- **Answers questions before they are asked**
- **Gives credibility**
- **Makes your ask (the moment of truth) go smoothly**

# Three promotional pieces

- **Case Statement**

1. Board members
2. Community Leaders
3. Lead Gift Prospects
4. Major Gift Prospects

- **Gift agreement**

- **Brochure for display and mailing**



## Part II Information Technology

- *On line data base to keep track of your donors and donor prospects*
- *Provides for web-site creation and maintenance*
- *Provides a process for e-communication*
- *Information resource - [www.afp.org](http://www.afp.org)*

# Summary

- **Get started**
- **Case for support**
- **Who are your BEST friends?**
- **Build the relationship!**
- **Respectful and knowledgeable ask!**
- **Biggest Enemy of successful fund development is *Procrastination!***



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**Thank You**