



Workshop Series - course information

Asking for Major Gifts: how to succeed with donors of means

When Session 1 - Tuesday, November 13, 2007 – 9:00 am to 12:30 pm
Session 2 - Friday, November 16, 2007 – 9:00 am to 12:30 pm

Where Improve Group Offices - Conference Room
2051 Killebrew Drive, Suite 620, Bloomington, MN 55425

Description

Many nonprofits have become efficient at seeking annual gifts to fund current operations. But the most successful organizations have instituted a major gift program as well to cultivate donors of means who provide funds for special programs, endowment or other capital needs. Asking for Major Gifts explores the most effective strategies for accomplishing this to help small and medium sized organizations advance their missions. The strategies of systematic development have been proven many times through thousands of successful campaigns, some dating back to the time of Benjamin Franklin. These strategies are very practical, and workshop participants will be able to make use of them immediately. The two sessions are designed as a series, but each one stands alone should your schedule dictate that you to pick one or the other at this time.

Learning objectives

- Know how to identify the characteristics of a major gift prospect in your constituency
- Know the most effective cultivation strategies to bring them closer
- Be able to structure the sequence of an effective "ask"
- Begin making the strongest case possible for your organization
- Know how to deal with the objections prospects might raise
- Become comfortable with the most important move: closing the gift

Instructor

Gregory H. Ritter founded The Ritter Group, LLC in 1999 with the mission of *advancing nonprofit missions*. He has served in senior staff and consulting positions in the development, strategic planning and Board training fields for more than 25 years. His areas of expertise are major gift development, annual and capital campaigns, planned giving, office audits, staff search, Board and staff training. He holds the Bachelor of Science degree (with distinction) from the University of Minnesota and a Master of Divinity (with honors) from United Theological Seminary. He is a member of the Council for Advancement and Support of Education, the Association of Fundraising Professionals, and the Minnesota Planned Giving Council.

Course fee \$150 – regular workshop fee
\$115 – Minnesota Council of Nonprofits

Hosted by:
the Improve Group