

# HIGH IMPACT NONPROFIT ADVISORS

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# The Future of Fundraising is Now

What's Affecting the Nonprofit Sector? Are You Ready?

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**Artificial intelligence's strategic integration into organizations for donor prospecting.**

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**Increased flexibility for donors to support social causes (e.g., impact investing, cryptocurrencies, etc.).**

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**Rise of for-profits competing with nonprofits in support of causes.**

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**Evolving privacy laws placing increased pressure on nonprofits.**

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**Different priorities for younger donors impacting how groups do business (e.g., compensation, social justice, environment, etc.).**



# How Do You Get Major Donors to Invest?

**When there's so much going on, how do you get donors to invest?**

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Relationships haven't gone away in the digital age (they're more important!).

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Donors underwrite what they help write.

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Major gift fundraising is part art and science (while the science is much better, the art can't be missed).



# Fundraising Experience Discussion: Engaging a New Major Donor







# How Do You Build Donor Relationships?

You have to give donors what they want to see. So, what do they want to see and know about your nonprofit?

1

Vision and an understanding of how the organization works.

2

Impact (qualitative and quantitative).

3

Financial transparency and clarity (e.g., overhead & program costs).

4

Projects and special initiatives they could support.



# Fundraising Experience Discussion: Solidifying a Relationship in Advance of A Significant Ask







# How Small Nonprofits Could Leverage Major Gifts

- 1 Realize that the cost per dollar is less to secure a major gift than with other efforts (e.g., events).
- 2 Get involved in the community (6 degrees of separation or less).
- 3 Ask current major donors, who do you know?
- 4 Do your research (there's lots of information available).
- 5 Look at donors in your community to similar causes.
- 6 Invest in technology, such as BoodleAI. (Ask an institutional funder for an investment in capacity-building).



# Fundraising Experience Discussion: A Small Nonprofit Gets a Fundraising Whale





# Obstacles are the Path to a Yes

Resistance is part of the process of major gift fundraising.

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**Don't be afraid of "no." Welcome it! Often, it means more information and clarification.**

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**Ask clarifying questions (e.g., Why isn't the timing right?).**

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**Schedule a follow-up meeting.**

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**Listen to donor prospect concerns.**

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**Address any concerns you could on the spot.**



# Fundraising Experience Discussion: Donor Objection Role Play







# What Major Gift Success Looks Like

Understand the time it takes from prospecting to securing gifts.

## Measuring your major gift program.

- 1 What is a realistic goal for an organization?
- 2 Dollars raised versus amount requested.
- 3 Donor closing rate and # of visits made.
- 4 Amount of time weekly spent on major donor work.
- 5 Stewardship efforts.
- 6 Retention rate.



# Fundraising Experience Discussion: Measuring a New Major Gifts Effort









# HIGH IMPACT NONPROFIT ADVISORS (HNA)

Get the Expertise You Need Today  
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