



# 6 Key Reasons to Enroll Your Team in the Major Gifts Intensive

THE GAIL PERRY GROUP

## 1

## Nonprofits get the biggest return on investment with major and mega gifts

Major gifts and mega gifts yield **unparalleled returns** compared to other types of fundraising efforts. With 80% of donations often coming from just 20% of donors, **major gifts are the key to achieving transformative mission impact** and revenue growth. And at times, the ratio can be 90% of donations from 10% of the donors!

The Major Gifts Intensive professional training program focuses on donors and relationship-building strategies that **teach your team to unlock the full potential of major gift donors and prospects**, making the \$6,500 investment a small price to pay for exponential gains. Your team will be using what they learn right away to start closing gifts with new strategies before you've completed the program.

## 2

## Your team gains skills and confidence essential to closing major gifts

Major gifts represent a significant portion of nonprofit revenue, with 76% of all charitable contributions in 2023 coming from donors who gave \$5,000 or more. The Major Gifts Intensive **professional development training** equips your team with proven strategies for cultivating relationships, finding prospective major gift donors, making impactful asks and closing gifts. **This training ensures fundraisers feel prepared and confident** to secure transformational gifts, positioning your organization for greater fundraising success.

## 3

## Major gift fundraising is not the place to have a "sink or swim" training

Investing in your team ensures they are fully equipped to succeed in this high-stakes area of fundraising. **Major gifts are too important to leave to chance**, or to have relationships with only the Executive Director or CEO. Without expert training by experienced fundraisers with real-life examples, even promising fundraisers can falter. Each year, Gail Perry, Dr. Kathryn Gamble and Beth Ann Locke bring their expertise and understanding of the donor landscape to update the Intensive. And **unlike other trainings, the Major Gifts Intensive offers hands-on coaching** and support to bridge knowledge gaps, boost confidence and avoid costly mistakes, ensuring your organization thrives.

## 4

## Your team will become more effective fundraisers long-term

Effective major gift fundraisers are critical to a nonprofit organization's sustainability. The Major Gifts Intensive has a structured approach that **provides a foundation for career-long skills**, such as donor discovery, strategic solicitation planning, a methodical approach to managing the portfolio and relationship-building.

After completion, your team will not only have the skills to meet immediate revenue goals but also **build a sustainable pipeline of major gift donors**, ensuring continued growth and impact for organization for years to come.

5

## Team members learn to focus their time and skills most effectively

Fundraising professionals often face competing priorities, but major donors require deliberate and focused attention. The Major Gifts Intensive teaches fundraisers how to identify top prospects, prioritize their time and maximize donor engagement. These **time-tested methods** allow your team to make a strong bottom-line.

6

## Your team gains tailored guidance from seasoned major gifts experts

The Major Gifts Intensive provides unparalleled access to coaches with decades of experience in major gift fundraising. **Each team receives 3 group coaching sessions and 3 private team sessions.** Participants receive actionable feedback and personalized strategies tailored to their strengths and areas for growth. The Intensive bridges the gap between theory and practice, **helping fundraisers master nuanced donor conversations**, navigate complex giving situations and unlock their full potential to drive transformational results.

**Equip your team with the skills they need to confidently secure major gifts and transform your nonprofit's financial future.**