

Five Step Plan to Get Your Major Donor's Best Year End Gift

There are just a few weeks left in the year, so time is of the essence. Of the five steps below, you should complete steps 1, 2 and 3 by approximately Friday, December 10. Then you can do step 4 in the 'teens' of December, and step 5 from right before Christmas until the end of the year.

Step One – Let your major donors know how thankful you are for their generosity, and what their gift has done. Do this by customizing the email below with the name of your donor, the name of your organization, and the beneficiary or cause you serve. Then send the email as an actual, personal email. (You don't want to send this through MailChimp or Constant Contact or whatever software you use to send mass emails.)

Subject Line: a note of gratitude

Dear <<Donor First Name>>,

It's been a whirlwind of a year, and I'm so grateful for your generosity.

A lot has been happening here at <<your organization>>, and as we head into the final few weeks of 2021, I wanted to take a quick moment to let you know that your gift had a profound impact on <<your beneficiary or the cause (e.g. 'a hungry family' or 'the arts in our town.*)>>.

You've been so generous, and your gift has made a big difference. It was so valuable, so needed and so helpful.

Thank you, and I hope to talk with you soon!

<<your name>>

Step Two – Decide how much you're going to ask each major donor for.

Step Three – Set up meetings with your major donors. *(Ideally, you're meeting in person. But this time of year, that can be hard. Zoom meetings and phone calls are your next best options.)*

Step Four – Meet with your major donors and ask for the amount you determined in Step Two. *(Ideally, the meetings take place in the 'teens' of December.)*

Step Five – Follow up with your major donors. *(Ideally, you're doing this step between December 20 and the end of the year.)*

Would you like additional help raising money from your major donors at year-end and next year? Go to WorkLessRaiseMore.com/MajorDonorSystem to learn The Major Donor Magic Formula™ that will tell you how much to ask each of your major donors for. You'll also get pro-tips for how to ask, thank and report to your majors – so that you know when they're ready to make their next, best gift.