

Sample Major Donor Offer

Use the following example when creating your own major donor offers

There are 250 rocks that have been rescued but who have no home to return to. Their ancestral homes have been destroyed by developers and their families have been scattered across the country, used in driveways and retaining walls. **(PROBLEM)**

Your gift will build a new, state of the art Orphanage for these rocks. They'll be together with other orphaned rocks, and will live out their days in comfort and peace – as nature intended. **(SOLUTION)**

This is a \$1,000,000 project and we're looking for a lead gift of \$500,000 change the way Rock Orphanage protects rocks and preserve a natural home for them. Your gift will be a signal to other donors how important this project is. And it will help Rock Orphanage meet the funding requirements for a state grant to preserve land along the Kishwaukee River. **(VALUE)**

Are you the donor who can make a \$500,000 lead gift? Your gift is needed by December 15, so we can include it in our grant application that's due on December 31. Without your gift, Rock Orphanage will have to wait until next year to apply for state funding. **(URGENCY)**