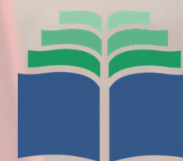




Schools and Academy Webinar:
Development Next Steps/Strategizing:
Reintroduction to Major Gifts
March 23, 2022



Futures in Education
FOR BROOKLYN AND QUEENS
Changing Lives Through The Gift Of Education

Agenda

Reintroduction to Major Gifts

Futures Support – Guest Speaker

Guest School Speaker

Q & A



Reintroduction to Major Gifts

What is a Major Gift?

Major gifts are the most significant donations your school/academy receives throughout the fundraising year.

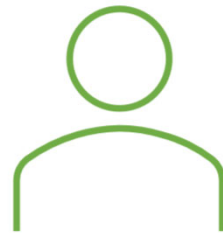


Define What a Major Gift is for You

To determine the major gift size range at your school/academy, you will need:



An accurate and up-to-date database.



Records of your top individual donors.

How to Find Major Donors

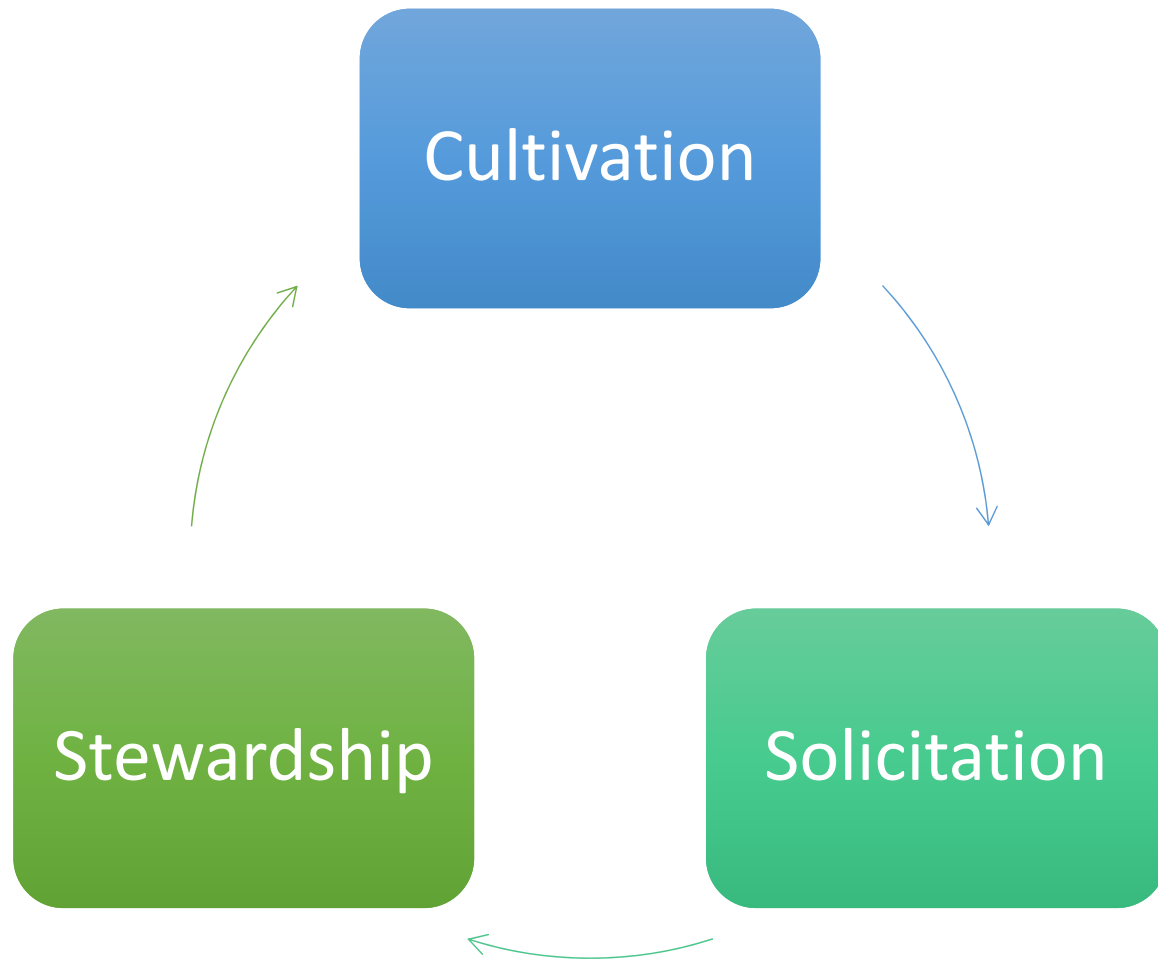
Utilize the Futures Team

- Donor Database/NXT

Identification Factors

- The Three C's of Major Prospects
 - The depth of their **connection** to your school/academy
 - The demonstrated **concern** for your mission
 - The donor's **capacity** to give

Three steps to securing your donations:



Major Gift Cultivation



Make sure you have your case for support



Create opportunities that allow you to get to know your supporters

Exclusive Events

Communicate Regularly

Ask for Help and Opinions

Set up Face-to-Face Meetings

Volunteer Opportunities

Create a Major Gift Solicitation Strategy



Social Media



Email



Printed/Mailed Materials



Phone

Thanking Your Major Donors

Phone Calls

Student Thank You's

Handwritten Letters

Exclusive Events

Donor Wall





The Futures Team is Here to Support You!

Futures Guest Speaker:

Jeanne Mulry, Major
Gifts Officer



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Giving Vehicles

Qualified Charitable Distribution:

- If a donor is over age 72, they can save taxes and reduce income tax liabilities simply by giving through their IRA. This helps meet their Required Minimum Distribution, to avoid significant penalties, and when the donation is sent directly to the school from the IRA provider, there is no tax liability for your donors.

Donor Advised Fund (DAF)

Endowment

Build your Donor Connection into a Major Gift

- Many donors do not think they can afford to give a "major gift" of \$10,000 or more. Help them craft a multi-year giving strategy, with a pledge of \$10,000 with \$2,000 a year donated over five years. Or ask them to consider a monthly recurring gift. A gift of \$200 a month for five years results in a \$12,000 gift.

Model School Guest Speaker:

Maria Ljubich,
Advancement Director



St. Bernadette Catholic Academy

ST. BERNADETTE ALUMNI GIVING TREE



*Although we leave and branch out in
different directions, we are forever rooted
in faith, love, and support*

QUESTIONS & DISCUSSION



*This presentation will be uploaded to the
Virtual Library at*

www.catholicschoolsbq.org/mdrc

We can help!

Please reach out to

schoolsupport@futuresineducation.org

Ana Petrullo at 718-965-7308 x1616



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