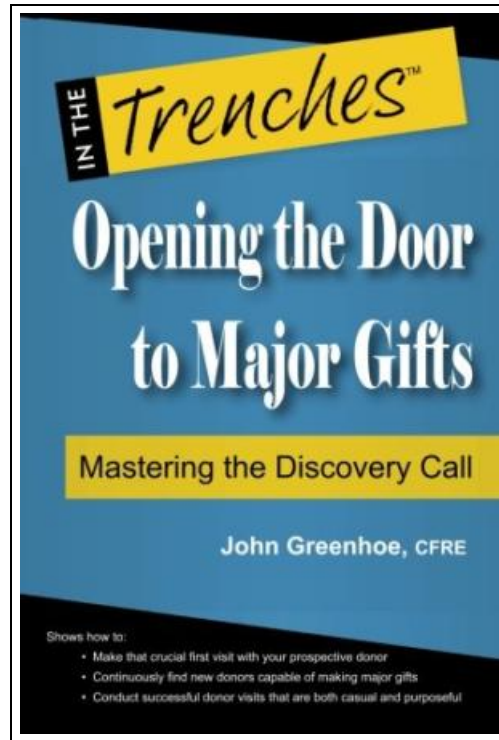


Opening the Door to Major Gifts: Mastering the Discovery Call



Filesize: 8.75 MB

Reviews

Complete guideline for publication fans. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Llewellyn Terry)

OPENING THE DOOR TO MAJOR GIFTS: MASTERING THE DISCOVERY CALL



CharityChannel Press. Paperback. Condition: New. 114 pages. Dimensions: 9.1in. x 6.1in. x 0.6in. If you are not feeding new prospective major gift donors into your pipeline on a regular and systematic basis, sooner or later your efforts are going to stall. So, whether you are new to fundraising or have been active in the profession for years, this is a resource that can help you build new relationships and add good prospects to your portfolio. The book provides specific strategies that will increase your odds for success when you are ready to meet your donors. You will learn to warm your prospects so they are receptive to your outreach, to make allies of the gatekeepers who control access to the decision makers, and to conduct a qualification call that is both casual and purposeful. All of these methods are designed to initiate a comfortable and meaningful relationship that will one day result in a significant philanthropic investment. How important is the task of mastering the discovery call? Take a look at the average portfolio of a major gift officer. A number of industry benchmarks indicate that if there are 150 individuals in a fundraiser's portfolio, as many as half of them (seventy-five) might be prospect suspects who haven't yet been properly qualified. Therefore, it is critical for today's development professional to become proficient in prospect qualification. John Greenhoe presents his advice, insights, and tips in a straightforward and logistically sequential fashion. He starts with the reasons why qualification calls are important and then delves into researching your prospects. He then gives practical tips for negotiating voice mail and gatekeepers en route to successfully making the appointment. Greenhoe also covers the actual format of the discovery call, including suggested scripts that you may wish to employ during your face-to-face visit. He also looks...



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