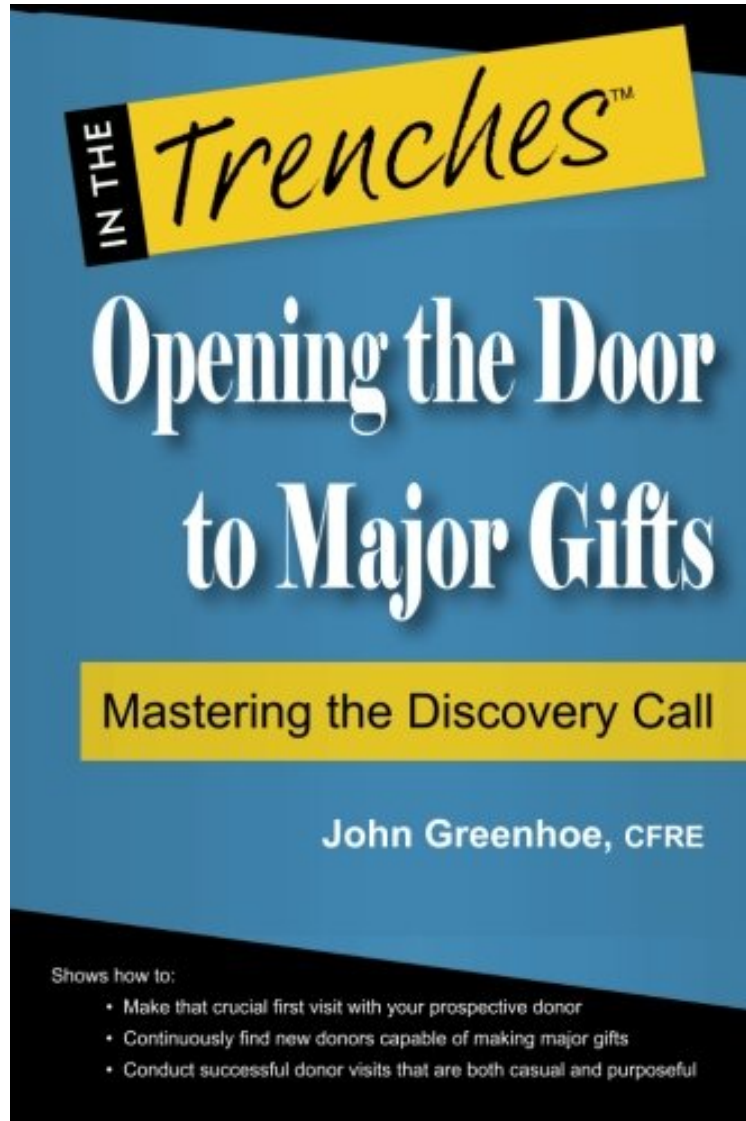


[Download] Opening the Door to Major Gifts: Mastering the Discovery Call

Opening the Door to Major Gifts: Mastering the Discovery Call

John Greenhoe

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John Greenhoe : Opening the Door to Major Gifts: Mastering the Discovery Call before purchasing it in order to gage whether or not it would be worth my time, and all praised Opening the Door to Major Gifts: Mastering the Discovery Call:

0 of 0 people found the following review helpful. A necessary read for any Development Officer!By Alex DapkewiczSince beginning my career in Development, I've been handed at least five books about the 'art' of making an ask. However, there's a dearth of reading material out there about something just as important -- getting the first visit with a donor. Mr. Greenhoe's book, Opening the Door to Major Gifts, is a fantastic read for that reason. He

provides tested methods of getting in front of a potential donor. From my vantage point, as someone relatively young in a fundraising career, his wisdom also helps you keep your head up. So often in this field, you face rejection -- so it's refreshing to read that, from his point of view, you can't expect success or interest on even 50% of the calls you make. The book is well-written, easy to read through in about a day or two, and provides nice summaries at the end of each section to review what's just been illustrated. In addition, I'd recommend spending an extra few moments with the appendices at the end for tips on how to craft a great introductory note or letter. These tools have been invaluable to me when I'm (a) trying to set up visits; or (b) educating a program director on how they can help me secure resources for their program. Overall, a very important resource for any fundraiser -- especially those trying to master not simply the ask, but how to even begin down that path.

0 of 0 people found the following review helpful. An Excellent Resource!

By Mama Lou I loved reading John Greenhoe's book! I've actually read it twice. It's an easy read and full of helpful information. I liked it so much that I bought copies for the Executive Director and Development Director for a local NFP. I serve on the Board and am helping out on the development of a Major Gifts program. I also bought a copy for a good friend who a Major Gifts Officer at a large university in my area. I wanted his opinion of the content, my experience in fundraising is on the volunteer side, and he gave it a strong endorsement. I attended the Lilly Family School of Philanthropy's Principles and Techniques of Fundraising course this past fall. When I expressed interest in reading about Major Gifts, prior to taking their Major Gift's course this summer, Mr. Greenhoe's book was recommended to me via several Major Gift Officers who have gone through the program. The recommendations were spot on and I'm happy to add mine as well.

0 of 0 people found the following review helpful. I'd highly recommend this book to all major gifts fundraisers

By Raymond L Jackson John's book was extremely helpful for me. I've been working in major gifts for about 6 years ago and find myself doubting if I'm doing things "the right way" every now and then. John's book reassured me I was doing it "right" and gave me lots of valuable strategies that have helped me secure more meetings with donor prospects. I'd highly recommend this book to all major gifts fundraisers, no matter the experience! John even took my phone call and gave me more tips and help.

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 fundraisers portfolio, as many as half of them (seventy-five) might be prospects/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 closely at strategies for conducting follow-up calls and then concludes with a look at future trends. The qualification of donors is, generally speaking, not an easy task. Hard work and discipline are essential. At the same time, bringing new donors to your organization can be a lot of fun. Following the techniques of this book, you'll meet some amazing people, many of whom will share your passion for your nonprofit. Bottom line, if you follow the strategies detailed in this book, you will be successful. About Charity Channels In the Trenches (tm) Series You'll know an In the Trenches book not just by its cover, but by the authors fun, upbeat writing style. But don't be fooled by its down-to-earth approach and ample use of sidebars. In the Trenches books are authoritative and cover what a beginner should know to get started and progress rapidly, and what a more experienced nonprofit-sector practitioner needs to move forward in the subject.