



Integrated Major Donor Programme

Maximising your potential to raise major gifts

=mc

Transforming the performance of not-for-profit organisations worldwide

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We can't offer you a quick solution for major donor fundraising.

But wherever you are on your journey, we can maximise your potential to raise major gifts.

Our new Integrated Major Donor Programme is a series of training and consultancy modules designed to help any organisation, at any stage of a major donor programme, maximise their potential to raise funds from major gifts.

Big UNAIDS quote

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One size doesn't fit all

Our team of international fundraising experts have developed this programme over the last five years, based on original research and practical experience. If there's anything consistent in our approach, it's that there's no 'one-size-fits-all' solution. Each organisation brings its own unique set of targets, competencies, resources and challenges, so our response to each is different.

So you need a flexible approach...

That's why we've designed a programme flexible enough to fit your needs – whether it's help in setting up a major donor programme or reviewing progress so far, upskilling staff or commissioning research.

We can support you in identifying your organisational needs, and then we can deliver the elements you need in whichever way you prefer, from executive briefings to consultancy, coaching or intensive training days.

...and you need to make the most of your people

It's important that the right staff across your organisation engage with your major donor programme.

That's why we've designed different modules for different staff, from fast track briefing programmes for senior staff to special skills workshops for volunteers.

We also have a number of international partners in Asia, the Middle East, Mexico and Australasia who can deliver elements of the programme internationally.

Expertise and experience you can rely on

This programme has been developed over five years by =mc's team of international fundraising experts. Each of our staff have a career in fundraising behind them, and have worked on campaigns of up to £1.25 billion, for organisations as diverse as universities and emergency relief agencies.



Angela Cluff: Principal Fundraising Consultant, =mc



Bernard Ross: Director, =mc



Clare Segal: Director, =mc



Alex Jelly: Fundraising Consultant, =mc



Isabella Navarro: Director, =mc|Mexico



Tarek Jamil: Director, =mc|Asia



Kitty Hilton: Senior Consultant, =mc|Australasia

"=mc's contribution was invaluable – they guided us through a difficult process effectively and with great understanding of our work."

Dr Ruth Cardoso, Former Chair, Communitas

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Case study: Raising Social Capital in Brazil

Background

Communitas was set up in the mid 1990s, with the aim of delivering a series of social improvements across Brazil in areas such as literacy and employment creation. Set up by the wife of the then president of Brazil, Dr. Ruth Cardoso, the organisation was supported by governmental funds, but the aim was always that it should become a self-sustaining organisation.

After almost ten years of successful programme delivery, some major sources of funds from the government and from the EU were about to run out, but Communitas had no fundraising plan in place. =mc was asked to help create a short and long term fundraising strategy.

What we did

Our first priority was to help Communitas solve their immediate need for funds. We advised that they should recruit a more entrepreneurial development board, capable of bringing in more money, and worked with Communitas to plan and set up a major gifts campaign that would take advantage of untapped social networks.

We then helped Communitas to overcome some of the more long-term challenges they faced:

The organisation was originally called 'Comunidade Solidaria' – a brand that was strongly associated with the previous government. We recommended the creation of a new legal structure and brand: Communitas.

The case for raising money in Brazil was clear but we worked with Communitas to develop relevant cases for the EU, World Bank and IAF.

Finally, we trained all of the key staff and board in fundraising, and coached individuals in how to 'make the ask'.

Results

The entrepreneurs development board was really successful, with national Brazilian sources contributing almost 60% of central funds for Communitas. Five weeks after our initial campaign briefings in Rio, Communitas had raised \$3.5M from ten pledges.

At an international level, significant funds have been committed for a three-year period from the IAF and the EU.

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How the programme works

The =mc programme is organised into seven stages, each of which can include elements of consultancy and elements of training and development. You can select modules from within each stage depending on the existing major donor expertise and experience within your organisation. For a full and detailed list of the modules you can look at the diagram below.

Additional support

We can also offer you:

Major donor market entry studies – we can do these for most major markets, either for general or addressing a specific issue

Development needs analysis – a study to help you or any group of participants to identify development needs

Coaching – we can provide coaching for individuals to ensure that they grow in confidence, or are able to tackle the most challenging project

	Consultancy Support	Training and coaching support		
		Fundraising Staff	Senior Staff	Board members/volunteers
<p>Stage 1: A powerful case Research and development of audience specific cases</p>	<ul style="list-style-type: none"> Identifying case components Identifying and costing service options Developing audience-specific cases Researching competitor cases 		Case development: workshop / focus groups	
<p>Stage 2: Identifying prospects Prospect audits and analyses</p>	<ul style="list-style-type: none"> Donor and supporter audits Prospect identification database analysis 		Prospect identification workshop	
<p>Stage 3: Feasibility study and strategic plan Feasibility study and the development of a strategic fundraising plan</p>	<ul style="list-style-type: none"> Developing a strategic fundraising plan Linking 'campaign' and 'regular' fundraising Setting targets – stretch and normal Segmenting gift tables across time Risk and sensitivity analysis 		Donor care workshop	Capital campaign briefing
				Strategy development workshop
<p>Stage 4: Involving volunteers Assessing volunteer competence and defining roles</p>	<ul style="list-style-type: none"> Developing a strategic fundraising plan Linking 'campaign' and 'regular' fundraising Setting targets – stretch and normal Segmenting gift tables across time Risk and sensitivity analysis 		High-performing development board workshop	
			Volunteer roles and responsibilities workshop	
<p>Stage 5: Asking effectively Equipping staff and volunteers with the skills to make effective asks</p>	<ul style="list-style-type: none"> Identifying appropriate volunteers Assessing volunteer competence 		Influencing and asking skills for staff workshop	Influencing and Asking skills for volunteers workshop
<p>Step 6: Closing commitments Equipping staff and volunteers with the skills to close asks and make appointments</p>	<ul style="list-style-type: none"> Identifying appropriate volunteers and staff Preparing and briefing volunteers 		Appointment getting and closing skills for staff workshop	Closing skills for volunteers workshop
<p>Stage 7: Developing long-term relationships Structuring effective thanks and recognition mechanisms</p>	<ul style="list-style-type: none"> Structuring your thanks and volunteer retention / exit strategy Identifying appropriate thanks / recognition mechanisms 			Campaign Wash-up briefing
			Next steps strategy development workshop	



Investment

The investment for the programme varies according to the level of work needed. Our goal is to make you as self-sustaining as possible.

Contact

To find out more about the =mc Integrated Major Donor Programme contact:

Angela Cluff, Deputy Director a.cluff@managementcentre.co.uk
+44 207 978 1516

Find out more

If you're interested in receiving free articles, case-studies and tips and tools relating to fundraising, then sign up to our quarterly e-newsletter at www.managementcentre.co.uk/knowledgebase

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Case study: Re-invigorating Major Donor fundraising at JDRF

Background:

Juvenile Diabetes Research Foundation (JDRF), the world's leading charitable funder of type 1 diabetes research, has a strong base of supporters, many of whom are motivated by their direct affinity with the cause. They also have a major donor fundraising programme, sustained by some highly motivated volunteers. However some volunteers found the idea of 'making the ask' a little daunting, and weren't sure of how they should handle conversations with potential donors. The major donor team also wanted the chance to reflect on their work and get a little expert advice.

What we did:

=mc was asked to provide some training for volunteers and regional staff at JDRF. We designed a session that would give participants an overview of major donor fundraising, and build their confidence when it came to 'making the ask'. The session included =mc's version of a seven-step model of solicitation, and practical techniques to use when actually asking for money.

This training has boosted the confidence of the volunteers by de-mystifying the process of 'making the ask', and giving them some practical tools. It has also equipped regional staff with the skills that they need to move into major donor work.

We also ran a clinic with the major donor team, giving them the opportunity to go through individual case-studies of particular donors in detail. The major donor team were able to raise questions and get our expert opinion and advice about specific major donor situations. It also provided a great environment for them to step back from the work they'd done in the past, and plan for the future.

"It was great to get a fresh pair of eyes on our major donor cases, and talk through them with an expert. Our work with =mc has really re-invigorated our major donor work."

Helen Pegg, Head of Trusts and Major Gifts, JDRF

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