



KETCHUM

10 Principles of Major Gifts for Independent Schools

- 1. The mission of your school requires significant philanthropic investment from individuals.**
- 2. Every school should have a major gift strategy, even if it is for only one prospective donor.**
- 3. Significant gifts are made in response to important school-identified opportunities, typically within Academics, Athletics, Arts or Endowment.**
- 4. Serving the donor's interests provides greater giving potential.**
- 5. A donor's first gift is rarely their largest.**
- 6. A donor's way of giving should not dictate their relationship or define their giving potential.**
- 7. Research is helpful to understanding donors' financial capabilities, philanthropic interests, and the most effective strategy for engagement.**
- 8. Your school must leverage volunteer relationships to acquire major gifts.**
- 9. The best major gift solicitations are made in person, after multiple visits with the donor, focusing on how to match your school's vision and mission with the donor's philanthropic interests and objectives, and are followed up with written proposals.**
- 10. Demonstrating evidence of the impact of major gifts and raising the sights of other donors requires ongoing stewardship and donor recognition.**