

MAJOR GIFTS

STARTING WHERE YOU ARE

PRESENTED BY LAPA FUNDRAISING

LAURENCE A. PAGNONI & MICHAEL TAYLOR, CFRE

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A photograph of a woman wearing a light-colored cap and a grey tank top, holding a young child with braided hair. The child is looking towards the camera with a serious expression. The background is a blurred crowd of people outdoors. The image has a soft, warm color palette.

INTRODUCTIONS

A photograph of a woman wearing a light-colored cap and a grey tank top, hugging a young child with braided hair from behind. The child is looking towards the camera with a serious expression. The background is a blurred outdoor setting with other people. The image is overlaid with a semi-transparent teal and green geometric shape at the bottom.

HOW TO START A MAJOR GIFT PROGRAM

A photograph of a woman wearing a tan baseball cap hugging a young child with braided hair. The image is partially obscured by a large, light green arrow pointing to the right, which contains a series of seven green rounded rectangular boxes with white text. The bottom of the page features a teal and green geometric design.

Analyze Your
Giving
Records

Acquire New
Donor Lists
(Cash Based)
As Needed

Wealth
Screen
Donor Lists

Identify
Major Gift
Segment

Define
Community
Engagement

Determine
Donor
Connections

Host Parties
With a
Purpose



PREPARING FOR MAJOR DONOR MEETING





COMMON BARRIERS & SELF-FULFILLING PROPHECIES



The CEO

Personal
Agency

Limited Time

Donors

Budget

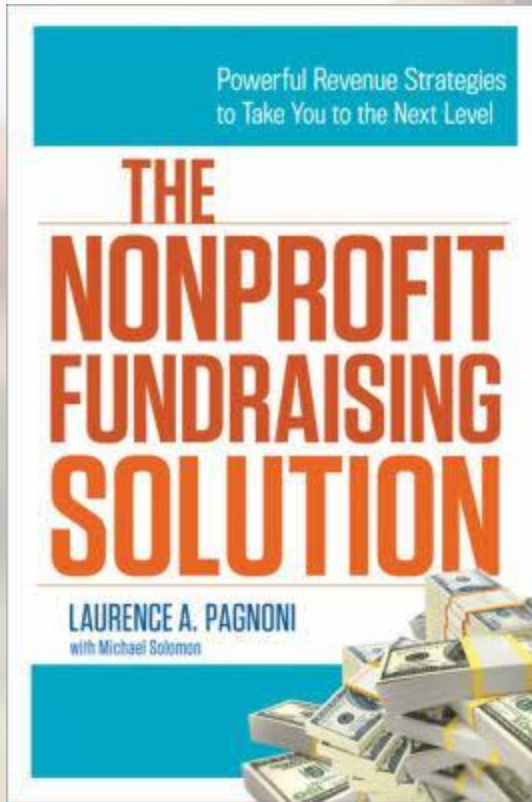
A photograph of a woman wearing a light-colored cap and a grey tank top, holding a young child with braided hair. The child is resting their head on the woman's shoulder and looking off to the side with a thoughtful expression. The background is a blurred outdoor setting with other people. The text "WHAT IS YOUR DILEMMA?" is overlaid in the center of the image.

WHAT IS YOUR DILEMMA?

A photograph of a woman wearing a light-colored cap and a grey tank top, holding a young child with braided hair. The child is looking towards the camera with a serious expression. The background is a blurred crowd of people outdoors. The text 'IMPORTANT LINKS' is overlaid in the center of the image.

IMPORTANT LINKS

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- A photograph of a woman wearing a pink baseball cap, seen from the side, holding a young child with braided hair. The child is looking towards the camera with a serious expression. The background is a blurred outdoor setting with other people.
- ❖ Donor Search: www.donorsearch.net
 - ❖ Donor Trends: www.donortrends.com
 - ❖ List Acquisition: www.esteemarketing.com
 - ❖ RelSci: www.relsci.com



“Laurence has created what I believe to be the only handbook for strategic fundraising.”

~Larry C. Johnson

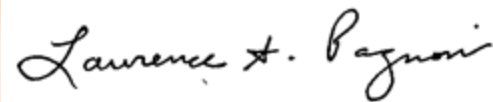
Available at
amazon

CONTACT US

LAPA Fundraising
601 Kappock Street, #5G
Riverdale, NY 10463

Phone: 212.932.9008
Fax: 718.708.6779

Laurence A. Pagnoni, Chairman

A white rectangular box containing a handwritten signature in black ink that reads "Laurence A. Pagnoni".

*Over 10,000 people read Laurence's free weekly blog post, INFO.
Sign-up at lapafundraising.com*