

MAJOR GIVING STRATEGIES

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Key factors for major gift success:

- Trust
- Listening Skills
- Hard work- it's not all cocktail parties and glamour
- Proposal/Materials
- Cultivation/Engagement
- Proper use of President/other academic partner
- Planning
- Working with gatekeepers

Pitfalls to major gift success:

- Talking too much
- Negativity
- Timing
- Lack of coordination
- Over/Under asking
- Over-researching
- Fear of failure
- Not listening to the desires of the donor- trying to fit a square peg into a round hole
- Wrong person for the project
 - Jennifer Lopez Factor
- Fear of rejection
- Fear of the unknown
- Not having the right people involved

Development Professionals are not:

- Beggars
- Miracle workers

Planning the Ask

- Key Players
- Role Playing
- Anticipate concerns, issues, needs
- Proposals/Materials
- Having a plan B

Logistics of the Ask

- Who
- When
- Where

Solicitation

- Arrive early
- Engage in conversation- but not too much
- Know your transition
- Put meeting and request in context
- Lay out your case and make the ask
- Be quiet
 - Watch body language
 - Be willing to adjust- flexibility

Questions??