

Opportunity Checklist

Consider these opportunities to take advantage of the strengths of other program elements?

Who is in the best prospect pool for major giving within active membership?	<input type="checkbox"/>
When is the next on-air campaign? Does major giving have a promotion spot ready?	<input type="checkbox"/>
When are the regular membership mailings scheduled? How can major giving take advantage of these mailings? Is there copy that can be used?	<input type="checkbox"/>
When should I include a planned giving request in membership mailings, my own mailings? What works best?	<input type="checkbox"/>
How is mid-level meeting their upgrade goals?	<input type="checkbox"/>
What are the membership trends for the past 6 months, the past year?	<input type="checkbox"/>
Is there a corporate event that could be combined with a major giving event so that there is a more interesting mix of people? Will combining the events help reduce costs and staff time?	<input type="checkbox"/>
Are there some marketing efforts that major giving can piggybank onto? For example is corporate support sending out post cards announcing upcoming, new programs to corporate sponsors?	<input type="checkbox"/>
Take a data entry person for coffee. Or bring them a latte the next time you go out for one.	<input type="checkbox"/>
Does the benefits structure make sense between membership and major giving?	<input type="checkbox"/>
Are there some corporate sponsors that should be considered major giving prospects?	<input type="checkbox"/>
We have structures and protocols we follow for upgrading donors. Do you have a scheme for cultivating them on the way down too? Are they still solicited for membership? They shouldn't be ignored. Is there a standard way for these donors to be included in ongoing fundraising activities?	<input type="checkbox"/>
Can we print supplies at the same time as corporate support?	<input type="checkbox"/>
Does the person who answers the main phone for the station and the department know the answer to some basic questions they may get asked about the major or planned giving program? Do they know what you are mailing? What event you have planned? Do they know who to refer a major donor to when they have a question?	<input type="checkbox"/>
Is there a mention of major giving on the website? Is it linked to the membership pages?	<input type="checkbox"/>
Since major gifts often come from assets, what are the linkages between major and planned giving? How often do they communicate and at what level of donor detail?	<input type="checkbox"/>