



FIVE MAJOR GIFT FUNDRAISING RULES

1. The 80:20 Rule

Eighty percent of your revenue will come from twenty percent of your donors.

2. The 10-3-1 Rule

For every ten qualified prospects (prospects with sufficient wealth and connection to your charity), you will be able to ask three for a major gift. For every three asks, you will receive one gift.

3. The 18 Month Rule

It typically takes at least eighteen months (sometimes more) from when you first meet or contact a major gift prospect to when they make their first gift.

4. The First Gift Tester Rule

The first gift that a major donor makes is seldom the final or the largest gift. First gifts are 'tester' gifts that help the donor find out how it feels to give to you.

5. The Many Hands Rule

Major gift donors usually have multiple points of contact with the organization. Usually, three to five people are involved with cultivating the donor; preparing for the ask; making the ask; thanking the donor; and maintaining a good relationship with the donor. It is unusual for one fundraiser to be able to take *sole* credit for winning a major gift.