

CFP Summit - Peer to Peer Session:

Building Major Donor Commitment During a Chaotic Time

June 3, 2021

What We're Covering

1. What drives major donor commitment?
2. Importance of donor-centric language and activities
3. Keep an eye on your mid-level supporters
4. Your challenges

Driving Commitment in a Chaotic Time

- Chaos breeds action
- Give your major donors a way to help
- Share your challenges
- Stay connected!

Stay Donor-Centric

- Make sure your donors are in your story
(hint: let them be the hero!)
- How can your major donors feel connected to your constituents?
- Keep updating your communications

The Forgotten Middle

- Your current mid-level donors are a great source for potential major gifts
- Understand who is giving
- Ask for increased support when the time is right

What's Keeping You Up?

- What are your major donor challenges?
- What have you been doing well?



Thank You!

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