



The Angeletti Group, LLC

www.TheAngelettiGroup.com

(973) 540—1400

THINK BIG.
THINK MAJOR GIFTS.

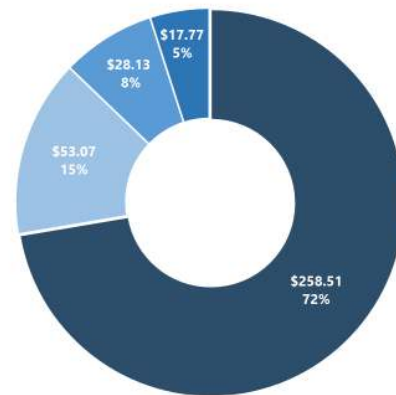
MAJOR GIFTS, be they defined as \$5,000 or \$5 million, come from people. Those who give are influenced by other people. Corporate gifts, foundation gifts, planned gifts or simply gifts from individuals necessitate an organized, consistent focus on strategies to attract those gifts. For perspective, today 90 percent of dollars raised come from 10 percent of an organization’s donors. The most successful nonprofits and development programs in the United States are always in major gift mode, whether in the context of a capital campaign or not. For this reason, The Angeletti Group encourages a systematic, focused effort toward raising major gifts. Moreover, one of this model’s greatest benefits is that it costs relatively little—and has the greatest possible return on investment. There simply is no more efficient way to raise funds.

THE IMPORTANCE OF INDIVIDUALS

Giving USA Foundation reported \$358.38 billion in philanthropy in 2014. Of that, 5 percent came from corporations, 15 percent came from foundations, 8 percent came from bequests, and 72 percent came from individuals. If we acknowledge that bequests come from individuals and that foundations are largely established by individuals, we see that the number attributed to individual giving grows to 95 percent. An organization’s fundraising success will come from carefully conceived and executed strategies of cultivation and solicitation of individuals.

PHILANTHROPY BY GIVING SOURCE

(in millions of dollars)



■ Individuals ■ Foundations ■ Bequests ■ Corporations

Source: Giving USA Foundation, 2015

BY THE NUMBERS: BIG GIFTS ARE BACK

- ◆ According to The Chronicle of Philanthropy, contributions of \$50 million or more grew by more than \$800 million in 2014. The year 2014 counted 40 contributions of \$50 million+ and 3 donations of \$500 million (compared with 1 donation at that level in 2013).
- ◆ According to the Bank of America Study of High Net Worth Philanthropy, 98.4% of high net worth households gave to charity in 2013, and they gave an average of 7.8% of their income.

5 ESSENTIAL COMPONENTS OF A SUCCESSFUL MAJOR GIFTS PROGRAM

1. A MASTER PROSPECT PIPELINE (MPP)

Whether housed in your database or separately, the MPP will track prospects through the sequential stages of a relationship including cultivation, the request, and stewardship. When appropriate, prospects should be ranked into tiers, such as ask in 6-12 months, ask in 13-30 months, etc.

2. MAJOR GIFT METRICS

A “move” is defined as a substantive, strategic interaction with donors/prospects that moves prospects from one stage of the giving cycle to the next. Depending on the size of the organization and the development team, major gift officers should make 80-120 meaningful moves per year.

3. STRUCTURED MOVES MANAGEMENT MEETINGS

We recommend bi-weekly internal major gift meetings with the development team and organization leadership. Regular meetings to review work in progress and discuss future plans will keep lines of communication open and keep participants informed and focused.

4. WEALTH SCREENING

While not a “silver bullet,” wealth screening the database will uncover and narrow the focus on the best prospects. Such screenings match donor characteristics to publicly available data and indicators of wealth such as property holdings, stock ownership and Board affiliations.

5. STRATEGIES FOR SECURING TRANSFORMATIONAL GIFTS

Though transformational gifts and the people who make them are relatively rare, this type of gift will generate momentum, energize your campaign effort and resonate in the community, as well as build a stronger culture of philanthropy by raising the sights of other prospects.

OUR SERVICES

The Angeletti Group, LLC offers philanthropic counsel to the most passionate in education, healthcare, and community building. Our model allows us to deploy the right people for each assignment and tailor each project to our client's individual needs. We are designed to be hands-on and engaged every step of the way.

This boutique approach, harnessing a cadre of talented, goal-driven development professionals with current experience and proven track records, allows us to offer you the best services on a daily basis. We are committed to every organization's individuality while consistently applying the following common and critical components to each project—strategy, planning, and execution.

CONTACT US TO LEARN MORE: (973) 540-1400 OR INFO@THEANGELETTIGROUP.COM