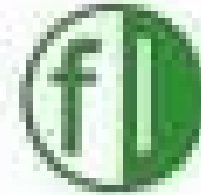


fundraising
ireland



Major Gifts The IHF Experience

Aidan Stacey
Head of Fundraising



IRISH HEART FOUNDATION

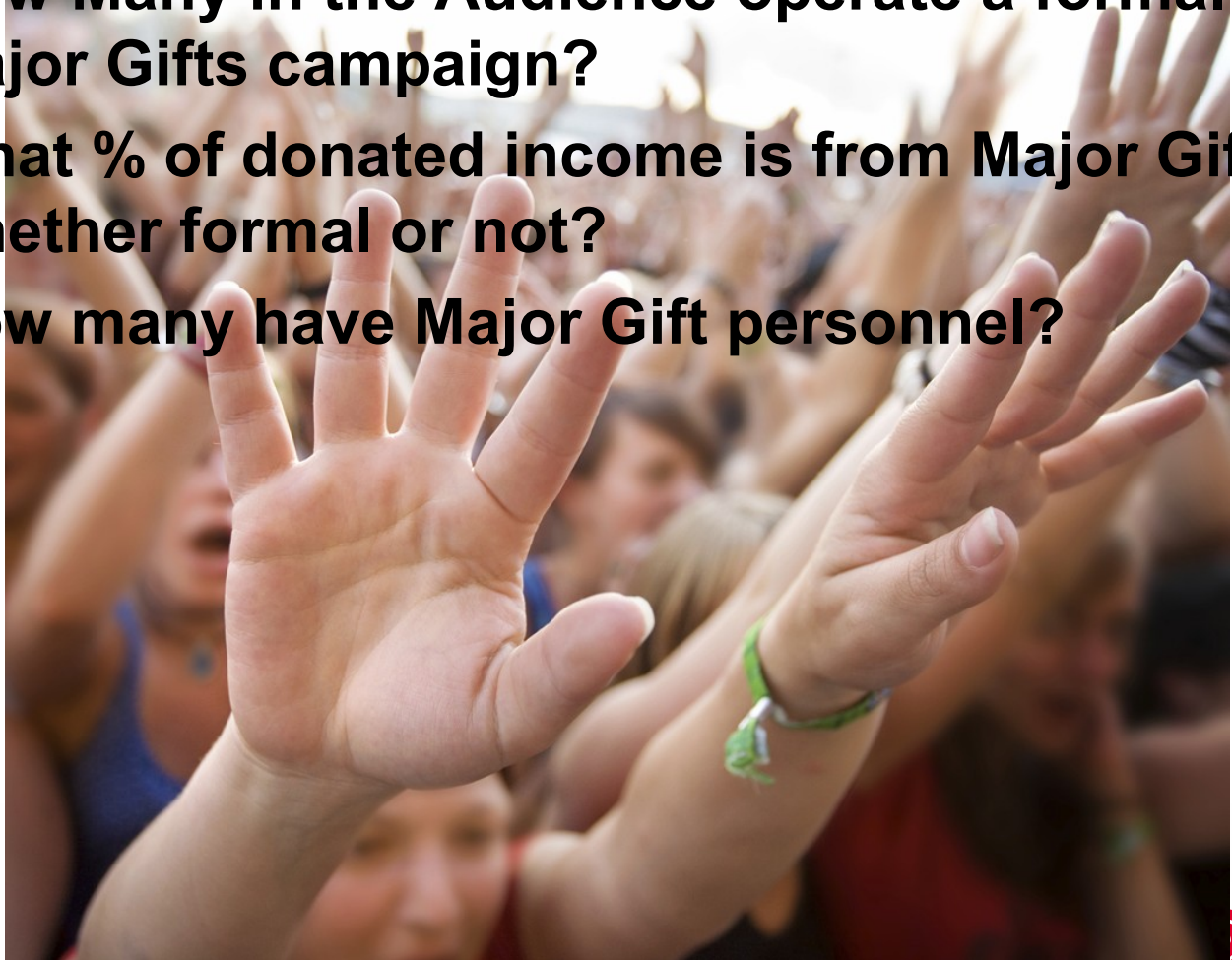
- Do we receive Major Gifts? **YES**
- Do we have a Major Gifts programme? **NO**
- Will we have a Major Gifts Programme? **YES**

In IHF – What's a major Gift?

- **Its not**
 - a Corporate Donation
 - Atlantic Phil or a Gates Foundation Grant
 - not related to an event i.e. Auction at a Ball etc
- **It is**
 - > €10,000
 - A specific donation or a commitment to donate over time
- Can be Solicited or Unsolicited

Your Turn

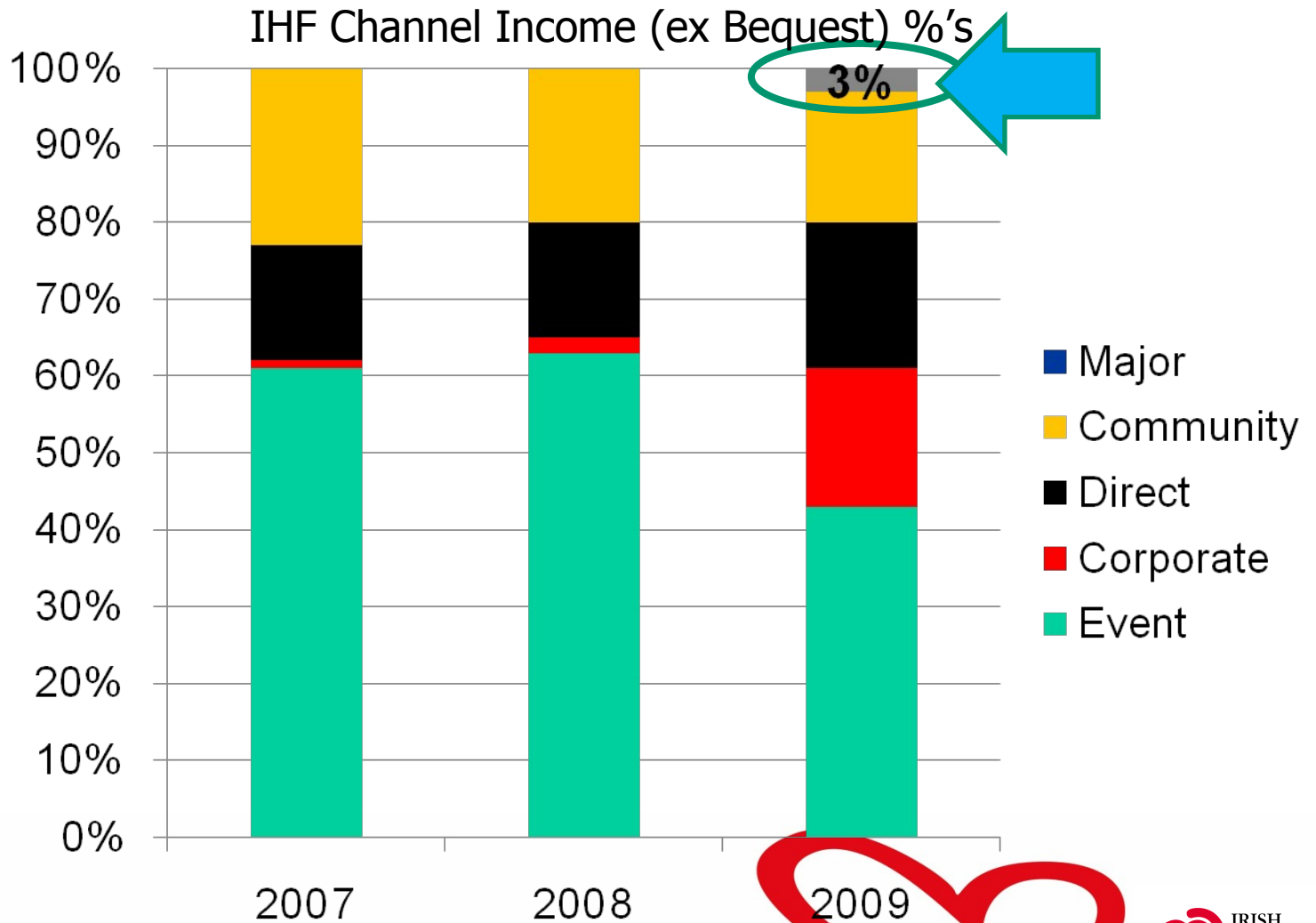
- **How Many in the Audience operate a formal Major Gifts campaign?**
- **What % of donated income is from Major Gift whether formal or not?**
- **How many have Major Gift personnel?**



Pop Quiz

- **What % of IHF donated income excluding bequest income will be from Major Gifts in 2009**
- > 50%
- < 50% but > 25%
- <25%
- <10%

Major Gifts in the IHF



Major Gifts in the IHF pre 2008

- 3rd Party Consultant used in the early '90's
 - Board involvement/initiative
 - Majority of gifts received “Corporate sponsorships”
- Five Major gifts over the last 10 -15 years
 - 1 individual 2 gifts of >€100,000
- Unsolicited
- Non –specific
- Little or no stewardship
- No second or subsequent ask
- No board requirement regarding fundraising
- Limited database – no analysis, no prospecting
- No specific MG role in fundraising dept.

Major Gift 2009

- Unsolicited approach to CEO - “We’d like to make a contribution”
- Investigated prospect – 0 info!
- CEO/AS “robustly discussed “Ask , €10K - €250K
- CEO meeting with Donor – Interest in AP Programme
- AS developed proposal and sent to Donor who presented to their own family
- CEO telephoned to set up meeting – approved on the phone – cheque two months later

Major Gift 2009

- On-going stewardship to date
 - AS Schedule of calls for CEO – three calls since approval
 - AS provided written report at 6 months from approval followed with call from CEO
 - Invitation to launch of major aspect of the programme in November 09
 - Annual Review meeting scheduled for March 2010 with CEO, Medical Director and Head of Advocacy
- **3rd Call Insight.... “cant help you any further this year but lets see how we go ...”**

Where we're going with Major Gifts

- 2010 – 15% of my time on developing MG Strategy and operational plan
- Twin Strands – Board Development / Prospect Development
- Starting a Fundraising Board Sub – Committee – Appointment of Chair is key
- Case for Support in development in our 4 Strategic programme areas to 2013
- By end of 2010 will have close to 10,000 warm contacts on database – segmentation & prospect research on-going since Sept 09
- Stewardship of 2009 Major Donor to continue

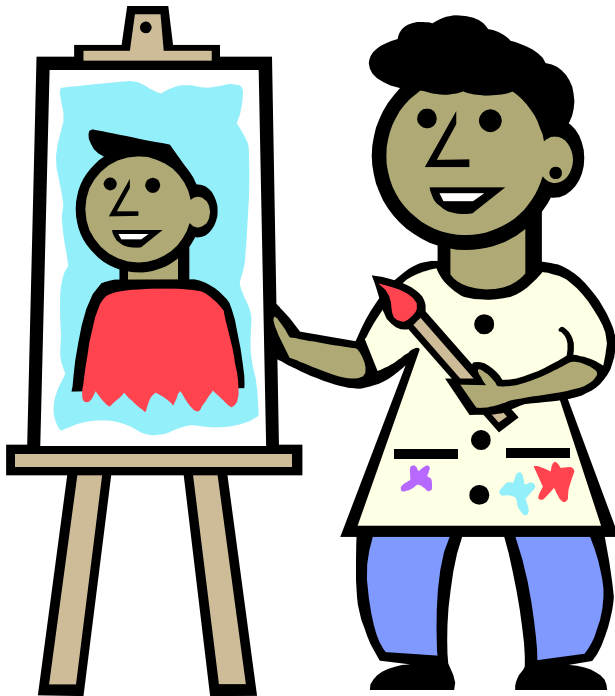
Art & Science

Major gift fundraising is as much an art as a science.

Major gift officers have two challenges: the first is **identifying major gift prospects - the science** of major gift fundraising, the second is **asking for a gift - the art** of major gift fundraising.

The Art and Science of Major Gift Fundraising
By: Steve Manzi and Elliot Kipnis, 09/30/05

Art Vs Science



My experience tells me to ensure you have the right people doing the right jobs

Research & proposal writing is very different from story telling which is different again from "asking"