Tenets for Success

1. Individuals gift emotionally, not cerebrally
2. Virtually without exception, wives and husbands (partners) discuss their major philanthropy
3. It is harder to secure an appointment than to get the gift
4. A good friend is often not the best person to solicit a gift, though often the best person to make the appointment
5. Securing the mega gift means helping the donor share your dream
6. Don’t sell the needs of the organization; people don’t give to needs, they give to bold, visionary opportunities
7. Listen
8. A CEO is singularly dominant in motivating mega gifts
9. For a successful solicitation, a volunteer must be head-over-heels devoted to the cause
10. Those who will give in the future are those who have given in the past; a first gift is rarely a mega gift
11. Donors want to give to a cause of consequential proportions, a program with the potential of creating significant change for the good
12. Mega gifts are almost certain to be repeated
13. Who makes the call for the gift is of critical importance, but it does not have to be a peer
14. For mega gives the most important quality in the person asking for the gift is integrity
15. For many, campaign literature creates the same boom as one hand clapping
16. Major (mega) gifts are made to impact, change or save lives
17. A mega giver takes every advantage of the tax laws, but tax savings isn’t the primary force behind the gift

Many of the above (and other) tenets are important, but the greatest of all is: you must ask for the gift!