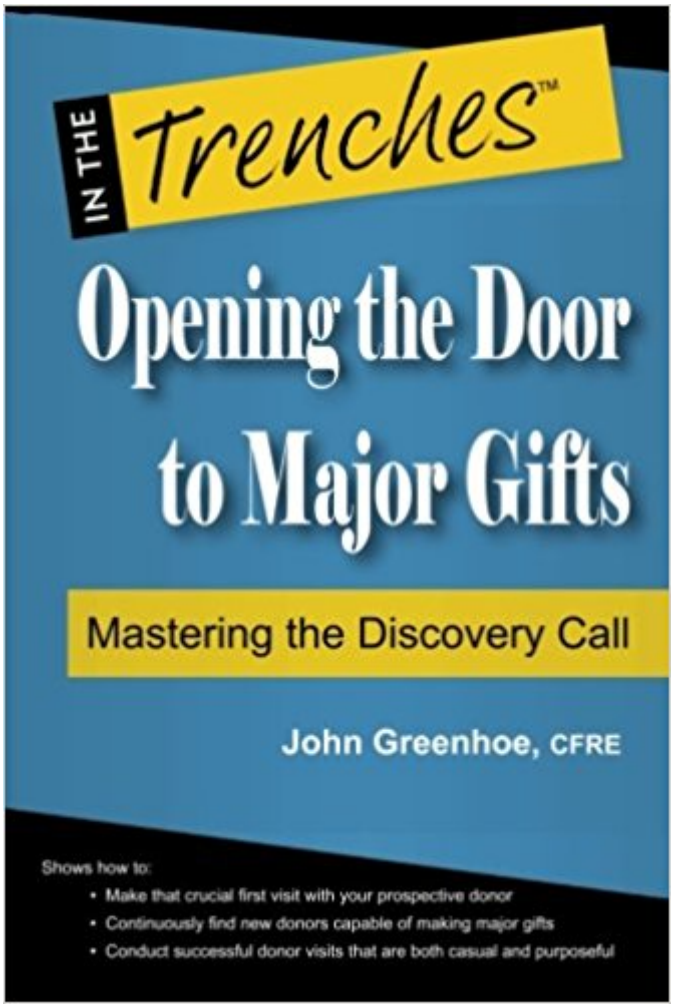
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Opening The Door To Major Gifts: Mastering The Discovery Call



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Synopsis

If you are not feeding new prospective major gift donors into your pipeline on a regular and systematic basis, sooner or later your efforts are going to stall. So, whether you are new to fundraising or have been active in the profession for years, this is a resource that can help you build new relationships and add good prospects to your portfolio. The book provides specific strategies that will increase your odds for success when you are ready to meet your donors. You will learn to Ã¢â ¬Å“warmÃ¢â ¬Â• your prospects so they are receptive to your outreach, to make allies of the gatekeepers who control access to the decision makers, and to conduct a qualification call that is both casual and purposeful. All of these methods are designed to initiate a comfortable and meaningful relationship that will one day result in a significant philanthropic investment. How important is the task of mastering the discovery call? Take a look at the average portfolio of a major gift officer. A number of industry benchmarks indicate that if there are 150 individuals in a fundraiserÃ¢â ¬â„¢s portfolio, as many as half of them (seventy-five) might be prospects/suspects who havenÃ¢â ¬â„¢t yet been properly qualified. Therefore, it is critical for todayÃ¢â ¬â„¢s development professional to become proficient in prospect qualification. John Greenhoe presents his advice, insights, and tips in a straightforward and logistically sequential fashion. He starts with the reasons why qualification calls are important and then delves into researching your prospects. He then gives practical tips for negotiating voice mail and gatekeepers en route to successfully making the appointment. Greenhoe also covers the actual format of the discovery call, including suggested scripts that you may wish to employ during your face-to-face visit. He also looks closely at strategies for conducting follow-up calls and then concludes with a look at future trends. The qualification of donors is, generally speaking, not an easy task. Hard work and discipline are essential. At the same time, bringing new donors to your organization can be a lot of fun. Following the techniques of this book, youÃ¢â ¬â„¢ll meet some amazing people, many of whom will share your passion for your nonprofit. Bottom line, if you follow the strategies detailed in this book, you will be successful. About CharityChannelÃ¢â ¬â„¢s In the Trenches(tm) Series YouÃ¢â ¬â„¢ll know an In the Trenches book not just by its cover, but by the authorÃ¢â ¬â„¢s fun, upbeat writing style. But donÃ¢â ¬â„¢t be fooled by its down-to-earth approach and ample use of sidebars. In the Trenches books are authoritative and cover what a beginner should know to get started and progress rapidly, and what a more experienced nonprofit-sector practitioner needs to move forward in the subject.

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Customer Reviews

I loved reading John Greenhoe’s book! I’ve actually read it twice. It’s an easy read and full of helpful information. I liked it so much that I bought copies for the Executive Director and Development Director for a local NFP. I serve on the Board and am helping out on the development of a Major Gifts program. I also bought a copy for a good friend who a Major Gifts Officer at a large university in my area. I wanted his opinion of the content, my experience in fundraising is on the volunteer side, and he gave it a strong endorsement.I attended the Lilly Family School of Philanthropy’s Principles and Techniques of Fundraising course this past fall. When I expressed interest in reading about Major Gifts, prior to taking their Major Gift’s course this summer, Mr. Greenhoe’s book was recommended to me via several Major Gift Officers who have gone through the program. The recommendations were spot on and I’m happy to add mine as well.

John’s book was extremely helpful for me. I’ve been working in major gifts for about 6 years ago and find myself doubting if I’m doing things "the right way" every now and then. John’s book reassured me I was doing it "right" and gave me lots of valuable strategies that have helped me secure more meetings with donor prospects. I’d highly recommend this book to all major gifts fundraisers, no matter the experience! John even took my phone call and gave me more tips and help.

Mr. Greenhoe’s book was one of four I purchased as a new Development Officer to learn different

strategies and approaches to major gift solicitation. The method he clearly outlines in this book has proven FAR more effective than anything else I have tried, particularly his emphasis on the myth of a "cold call" and the importance of building a relationship through letters or cards before you even pick up the phone. The writing is clear and concise and his approach to fundraising is warm but professional.Buy this book and memorize his nine sample discovery call questions - I can't recommend it highly enough!

I have been raising money since 1992 and even though I keep reading fundraising books, I usually do not find as many helpful tips anymore! However, John Greenhoe has some great ideas about getting out and getting those discovery calls done.

As I read this book I felt it was a bit basic and obvious. None-the-less it contained a lot of useful tips and is written in an easy to read conversational format. Most fundraising books read like text books from college and are boring. He definitely didn't bore me. I'd also say even though I didn't finish it with a ton of notes two weeks after reading the book I definitely have felt more confident as I make prospect calls. I do feel more prepared, which was my purpose of reading this book.

Well honed thoughts and practical techniques for mastery of major gifts work. Goes beyond usual glittering generalities to the heart of our work. Appreciate the brass tacks nailed down, which I believe will help me on my successful journey. Very enjoyable and applicable read.

John's book is an inspiration for those who are committed to raising major gifts. Based on his tried and true experience, he's laid out an easy-to-follow guide to effectively create relationships with those individuals who can take your organization to the next level. This is a must-have for anyone new to fundraising or major gifts.

Simple is always better, and John does an excellent job of breaking down several methods of engaging donors. The office wall next to my phone has several sticky note "highlights" from his book that help remind me to not make this job harder on myself.

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