

MAJOR GIFTS FUNDRAISING

Following are a few suggestions on how to define and execute a Major Gifts program.

Establish a Fundraising Goal

Select a Major Gift Level—major gift levels vary according to the goal. For example, with a goal of \$4000 a major gift might be \$250-\$500 and above, whereas a major gift for a goal of \$1,000,000 might be around \$5,000 and above.

Create Your Program

- Define the need--a reminder: *People give because you meet needs not because you have them.*
- Frame your program with a Name—i.e. “Sharing For Our Kids”, “Galaxy of the Stars,” “Our Community of Angels” or create a slogan for the needs you fill—i.e. “*Building our citizens of the future*”
- Create multiple layers or levels of Major Gifts and NAME THEM—i.e. Sponsor (\$250), Donor (\$300), Benefactor(\$500), Angel (\$1000 and above)
- Larger gifts can be parceled out over 5 years, i.e. \$500 for 3-5 years
 - Possible names: “Three’s A Charm” or “High Five.”

Thank and Acknowledge Your Donors

- Create your Recognition Acknowledgment Procedure
 - Newspaper thank you
 - Performance Program—Create a page in the show program for your Major Gifts Program
 - Listing/Logo on Performance Posters
 - Performance Announcements

Involve Your Donors

- Brainstorm with your major givers.
 - Might they have a particular interest in sponsoring workshops?
 - Maybe they want to pay for your radio/TV ads.
 - Perhaps you could divide up the days of the residency and have a major gift sponsor for each day.
- VERY IMPORTANT! When you meet with your prospective donor, tell them a story or two about children and families who have benefited from the program. Local stories are best, but we’ve included some pages of quotes from across the country.
- BE SURE YOUR DONORS GET TO THE SHOW and watch the families and kids.

Here is a blurb about you and the MCT Residency that you may wish to use or modify:

(Your town or organization’s name) is proud to bring the Missoula Children’s Theatre to (town name) as part of its international tour. This is the (1st, 2nd, 3rd, etc.) season that we will enjoy this amazing program as we join forces with MCT in “the development of lifeskills in children - OUR CHILDREN - through participation in the performing arts.”

(Add a quote from a parent, a teacher, or a child from your community or use one from one of the many included. Add a photo from the previous show—pictures speak louder than words!)

Best of luck to you!