

SRG Retreat



Major Giving Workshop



STATION RESOURCE GROUP

Insights from SRG survey

- 100% see big untapped potential in major gifts
 - Projected growth in major gifts ranged from 8% year over year increase to 300%
- Areas of greatest opportunity
 - Mid-level
 - Major giving
 - Planned giving
- To tap the potential:
 - Hire more staff
 - CEO training
 - Engage the board



Tapping into the potential - GP Major Gifts Initiative

- 4 Pilot Stations (CPR, WAMU, WCMU, WHYI)
- 2 full years: 2019 - 2021
- Deep data analysis done first
- Focused on current donors, building the pipeline and qualification
- Developed funding menu with budgets for current activities and budget
- Relationship-based, not transactional
- Disciplined and focused approach with Veritus team directly involved week by week



GP Major Gifts Initiative - Results

	Beginning	End	% change
Average major gifts revenue	\$1,083,726	\$2,163,016	99% increase
Average revenue per donor	\$2,837	\$6,293	121% increase
Average year over year value attrition rate	-46%	2.50%	51% increase

* Average across all 4 stations



Panel of 4 Stations

- Rachel Hubbard of KOSU
- Erika Pulley-Hayes of WAMU
- Stewart Vanderwilt of CPR
- Kyra McGrath of WHYY



An assignment

1. What are the 3 things that you personally can start doing (big or small) to drive growth in major giving at your organization?
1. What can you invest in right now that will result in fundraising growth?
1. What specific actions can your Board take to help you with major gifts fundraising?



Please be in touch

Margaret Hunt

margaretxhunt@gmail.com

917-679-7093



STATION RESOURCE GROUP