

2016 AFP International Webinar Series Fort Worth Metro Chapter Offerings

How to Make a Successful Call on a Major Donor Prospect – Thursday, May 26th

Major donors -- that's where the big gifts are. But how to approach them? How to show up without seeming that you are all after their money? How do you make conversation, explore their interest and see where they stand? Join Gail Perry to discover how to handle this all-important moment in fundraising. You've gotten in the door, now what? Will you blow it, or will it be the first step in a long and happy relationship? Join us to learn how to make the most of your big opportunity!

At the conclusion of this session, participants will learn:

- How to set objectives for your visit.
- Reconnaissance: what measurements will tell you the level of your prospect's interest?
- Where to focus the initial small talk.
- What will turn your donor off quickly.
- What are the 3 most important things to look for?
- What are the 3 most important things to avoid?
- What type of presentation?
- When should you leave?
- How to leave the meeting with useful follow-up steps.
- How to move your prospect to help you with your cause.



About the presenter:

Gail Perry, CFRE, is a fundraising coach, author, trainer, and public speaker. Gail's mission is to give nonprofit leaders new skills, know-how, inspiration and energy so they can change the world. She works with fundraisers around the world to help them succeed in big-money fundraising.

Her Fired-Up Fundraising site is a go-to resource for fundraisers who want to learn the latest fundraising strategies, rev up their boards and raise serious funding for their causes. Gail's book, *Fired-Up Fundraising: Turn Board Passion into Action* (Wiley/AFP) is called the "gold standard guide to building successful fundraising boards."