



The Future of Major Gifts and Estate Pledges is Now



Heavy reliance on an annual fund or special events mires a nonprofit in an almost hopeless cycle of transactional donor doom.

Instead, wake up and smell the benefits of a well-conceived major gifts and estate pledges program. Those who do will succeed well into the future; those who don't will continue to slog in the fundraising doldrums of mediocrity.

Get educated

Wise nonprofits consider the long game of a blended gifts fundraising program to include a results-oriented, forward-thinking estate pledge and major gift fundraising plan. There are plenty of educational tools out there to get any nonprofit started using savvy fundraising strategies.

Start digging

There are ardent donors who want to make a future gift now as well as a current impact gift. There are prospects who may not be in a position now, but who will be estate pledge donors down the road. Identify who these people are, and work an individualized plan.

Don't assume the board knows

The shopkeepers will need training, too. An educated board is the best ally any nonprofit can have when it comes to undertaking a successful major gift and estate pledges program. Watch for the "aha" moments, then harness the energy.

Don't kick yourself years from now, when you will surely need funding as well. Let this be a cautionary tale: estate pledges and major gifts are the future of fundraising. Patient, consistent cultivation over time can make all the difference in turning enthusiastic supporters into full-fledged philanthropists who will impact your mission now and later.

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