

Making the most of your major donors

You already have a successful major donor fundraising programme, supported by dedicated volunteers. So why call in an expert? Find out how **=mc** helped to boost the major donor work of one UK charity.

Juvenile Diabetes Research Foundation (JDRF), the world's leading charitable funder of type 1 diabetes research, has a strong base of supporters, many of whom are motivated by their direct affinity with the cause. They also have a major donor fundraising programme, sustained by some highly motivated volunteers. The volunteers are often involved in networking at events, but some found the idea of 'making the ask' a little daunting, and weren't sure of how they should handle the conversation. The Major Donor team also wanted the chance to reflect on their work and get a little expert advice.

=mc fundraising consultant Angela Cluff was asked to provide some training for the volunteers and regional staff at **JDRF**. She designed a session that would give participants an overview of major donor fundraising, and build their confidence when it came to 'making the ask'. The session included **=mc**'s version of a seven-step model of solicitation, and practical techniques to use when actually asking for money.

This training has boosted the confidence of the volunteers by de-mystifying the process of 'making the ask', and giving them some practical tools to use. It has also equipped regional staff with the skills that they need to start moving into major donor work.

Angela also ran a clinic with the major gifts team, giving them the opportunity to go through individual case-studies of particular donors in detail. The major donor team were able to raise questions and get Angela's expert opinion and advice about specific major donor situations. It also provided a great environment for them to step back from the work they'd done in the past, and plan for the future.

The major donor team found Angela's clinic really useful. **Helen Pegg, Head of Major Donors at JDRF** said *"It was great to get a fresh pair of eyes on our major donor cases, and talk through them with an expert. Our work with =mc has really re-invigorated our major donor work."*

Want to know more?

<http://www.jdrf.org.uk> – for more information about the Junior Diabetes Research Foundation.

Contact **Angela Cluff** on **+44 (0) 20 7978 1516** or email **angela@managementcentre.co.uk** to find out how we might be able to help you.