



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

## 3 Key Factors in successful major gift asks

Aug 29 2022

### Are you familiar with Pareto's Law?

What if I mention the 80-20 principle?

Same thing, essentially, since a guy name Vilfredo Pareto (an economist) determined that 80% of your results come from 20% of your efforts.

Interestingly enough, it is extremely common to find this same generalization true in many other scenarios. Case in point...the top 20% of your partners, most likely give very close to 80% of your annual donations.

Of course there are exceptions and it may not be spot on 20% but here's the perhaps the critical point for you as executive leader for your faith based ministry.

Major gifts and Major gift partners must be one of your most top priorities in your development strategy.

With that in mind, here's three simple tips that time and time again prove to be invaluable to successful major gift asks, and more importantly major partner relationships.

1. Relationship, relationship, relationship. Yes, you know this already. But here's a worthwhile reminder. Do not let this get away from you. This is not about the money. This is about helping them continue to find



Learning and knowing those passions will better equip you to make sure your requests for ministry xyz, or project abc, appropriately are in alignment.

### Teaching your staff biblically based development

Between 8 years as the National Coordinator for Development Training for YFCUSA and now 2 with my ministry at Multiply 417, I've trained a lot of ministry staff and Executive Directors in development-fundraising.

Between establishing a biblical foundation, strategy that flows from that foundation, and then finally skills and techniques that continue that alignment, I've had quite the opportunity to train lots of staff.

Here's an highly informed opinion. No matter the training, or the motivation, the carrot or the stick you use, nearly 25% are still going to struggle.

### How are you going to handle that?

I've asked a number of other Executive

passion fueled, Kingdom based generosity.

2. We long ago changed our perspective about our role from salesperson to development officer (or something akin). Well ponder changing it again to guide, liaison, serpa even. If you have conscientiously and tirelessly worked on the relationship, and have proven (or will prove) your concerns are with the "fruit that is added to their increase", then you can become a trusted guide.

I'm not saying you declare this position to them, but reflect on your actions, communications, the way you ask even, and ask yourself, is this how their spiritual financial guide would act?

3. As a guide you may be able to influence where they want to go, but some to most of the time, you will more likely be responsible to take them where they want to go (what are THEIR God given passions).

Directors that question, but then also asked them to join me on a facilitated zoom call to discuss this issue. I'm doing this with some thoughts, for sure, but also to listen and see what solutions other might also have and even better, to perhaps brainstorm on some new ideas or solutions.

Interested in joining us? [Email](#) and I'll follow up, when a final time and date has been set.

### On a more personal note:

My mom went to be with Jesus and my dad, early Sunday morning.

Difficult to be in Phoenix during her final days, but appreciate my siblings strongest encouragement to stay the course and continue my treatments.

Appreciate your prayers for my family during this time of grief.

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