



| Fundraising and Technology in Nonprofits |



Exploring major gifts fundraising for smaller nonprofits

Last month, we discussed the basics of major gifts fundraising, including what major gifts are, why they're important, and how to identify major donor prospects.

This month's blog will explore some of the most effective strategies for major gift fundraising in 2023. We will cover topics such as:

- How do you determine the size of a major gift for your nonprofit?
- How to make the ask



**Seth Godin on Successful Fundraising (Video Interview)**

Seth Godin was one of the featured speakers at the AFP International Conference in Baltimore. He sat down with me for an exclusive interview for my

**Go Beyond Fundraising: The Podcast for Nonprofits**

How to Maximize Your Major Gift



Reading recommendations:

- **Indian NGO Fundraising "Bright Spot" Report - what are the most effective practices in fundraising from individuals**
- **Major Gifts: A Guide to Securing Large Donations: DonorSearch Team**
- When it comes to collecting donations for your nonprofit, you know that every gift counts—whether it's a monthly donation of \$10 or a one-time major gift of \$1 million. But those

- How to build a successful major gift fundraising program

In summary, this blog provides a guide on determining the size of major gifts for a nonprofit organization. The piece emphasizes the importance of making a clear and respectful ask when approaching potential major donors. Finally, it offers tips for building a successful major gift fundraising program.

Program in 90 Days  
There has been a lot of talk lately in the philanthropy world about major giving. Recent trends point to a slowdown in giving at the annual giving, and an increasing reliance on smaller pools of major donors. Is the sky really falling? If you're seeing these changes in giving behavior at your nonprofit, what are some steps you can take to get ahead of them?

### **Listen and Learn...**

major gifts are harder to come by, and for your organization to secure them, you'll need a dedicated major gifts strategy.

### **[Read More](#)**

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