



| Fundraising and Technology in Nonprofits |



Exploring major gifts fundraising for smaller nonprofits

Major gifts fundraising for smaller nonprofits

If you are new to major gifts fundraising or if you are looking for ways to improve your program, we encourage you to subscribe to our newsletters or blogs and follow along. We hope to provide you with the information and resources you need to be successful. Major gifts fundraising is important for smaller nonprofits because it can provide a significant source of unrestricted funding. This type of funding can be used to support



**Nothing but Major Gifts- Veritus Group**

Major gifts fundraising is the lifeblood of non-profit organizations around the world. Richard Perry and Jeff Schreifels address major gifts twice monthly, to help you and your organization connect with donors in authentic ways to make an impact in your community – and the world.

**What’s holding you back from investing in Major Gifts**



Book recommendation:

*Major Gift Fundraising for Small Shops: How to Leverage Your Annual Fund in Only Five Hours per Week* Amy Eisenstein

PQ family welcomes

- Project Potential
- Udayan Care

Check them out for their valuable contributions to the community.



a variety of initiatives, such as new program development, capital campaigns, and general operating expenses.

#### Part I

- What is major gifts fundraising?
- Tips for smaller nonprofits that are new to major gifts fundraising
- Why are major gifts important to your organization?

At this point, most organizations have realized the value of having a relational major gifts program. But there are still many non-profit leaders out there who can't get over the initial cost of investing in a major gifts program, even though those programs can have an ROI of 10 to 1, or more! So, what's holding you back from investing in major gifts? Listen and Learn...

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