



# MAJOR GIFT DEVELOPMENT – Wealth Search, Strategy Meetings, Discovery Conversations and Action Registers

## MAJOR GIFT DEVELOPMENT:

- Identification – finding potential gift prospects
- Discovery – conducting research on major gift prospects (learning more about financial capacity and inclination to be generous)
- Cultivation – engaging & involving major gift prospects in the work of your organization
- Solicitation – making a compelling request to support
- Stewardship and recognition – extending gratitude and acknowledgement to the donor

**October 21, 2020**

**Trainer: Kent Huyser, Senior Consultant  
at Gonser Gerber**

7:30 a.m. ....	Registration / Pre-Test (question cards turned in)
8:00 a.m. ....	Introductions
8:05 a.m. ....	Identification – finding potential major gift prospects
8:45 a.m. ....	Discovery
9:30 a.m. ....	Cultivation
10:30 a.m. ....	Break
10:30 a.m. ....	Solicitation
11:15 a.m. ....	Stewardship and Recognition
NOON.....	Adjourn



Full participation in this workshop is applicable for 7 points for full day, and 3.5 points for half day in Category 1.B  
– Education of the CFRE International application for initial certification and/or recertification.

Participation in the PSC Workshop How to Create a High Functioning Fundraising Board may assist you in learning or reviewing concepts covered on the Certified Fund Raising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. CFRE International does not sponsor or endorse any educational programs and the How to Create a High Functioning Fundraising Board was not developed in conjunction with CFRE International.