

YOUR MAJOR GIFT FARM TEAM

WHO ARE THE PLAYERS?

- CEO or President
- Board Members
- Invested Volunteers
- Key Development Staff Leader
- Program Staff Liaison

WHAT DO THEY DO?

- Gives credibility to the organization
- Shows that you have a board-invested organization (Define at what level board members should attend donor meetings)
- Exemplifies the organization's mission
- Provides characteristics of MG Donors + how to identify when they are ready to bloom
- Provides donor touchpoint forms/debriefings/coordinate touchpoints
- Compiles anecdotal information on donors

