



## **FIVE MAJOR GIFT FUNDRAISING RULES**

### ***1. The 80:20 Rule***

Eighty percent of your revenue will come from twenty percent of your donors.

### ***2. The 10-3-1 Rule***

For every ten qualified prospects (prospects with sufficient wealth and connection to your charity), you will be able to ask three for a major gift. For every three asks, you will receive one gift.

### ***3. The 18 Month Rule***

It typically takes at least eighteen months (sometimes more) from when you first meet or contact a major gift prospect to when they make their first gift.

### ***4. The First Gift Tester Rule***

The first gift that a major donor makes is seldom the final or the largest gift. First gifts are 'tester' gifts that help the donor find out how it feels to give to you.

### ***5. The Many Hands Rule***

Major gift donors usually have multiple points of contact with the organization. Usually, three to five people are involved with cultivating the donor; preparing for the ask; making the ask; thanking the donor; and maintaining a good relationship with the donor. It is unusual for one fundraiser to be able to take *sole* credit for winning a major gift.