



G

GOLDBERG
CONSULTING

MAJOR DONOR COURSE

FOR CHARITY FUNDRAISERS

A UNIQUE, PRACTICAL AND INTENSIVE COURSE OVER THREE DAYS

WEDNESDAY'S 26TH FEBRUARY &
5TH & 12TH MARCH 2025
10.00AM - 4.00PM

AVENUE HOUSE, FINCHLEY, N3

MAJOR DONOR COURSE



I am really excited to be offering again a unique Major Donor Course for Charity Fundraisers. The course is aimed at those who wish to develop skills to work with Major Donors.

This course is limited to 8 participants and runs for three weeks, one day a week from 10.00am – 4.00pm. The venue is the Salon at Avenue House in 17 East End Road, Finchley, London N3 3QE. There is plenty of parking nearby and the venue is very close to public transport.

Major Donors are the life blood of all charities. Even more so now, as charities grapple with the challenges of income generation post Covid, major donor fundraising will be critical. Finding the right people and bringing them on board continues to be a challenge.

This three-day hands-on course will cover the key principles of major donor fundraising, teach the skills needed to bring in new major donors and give you the confidence to ask for a major gift yourself. There is also an opportunity to meet and interview a Major Donor.

Thank you and I look forward to welcoming you on the course.

David Goldberg

“WHAT THEY SAID ABOUT THE MAJOR DONOR COURSE”



Debbie Lebrett
CEO
Work Avenue

David's knowledge, experience and insight into the world of major donor fundraising is outstanding and I am now much more confident to approach our major donors.



Cassie Mattus
CEO
March of The Living UK

The course was a fantastic way to explore the ask. David gave us a very clear structure and approach. The chance to rehearse an ask and see different responses from donors was a beneficial experience. I definitely feel more confident in approaching donors.



Dan Rickman
CEO
ORT UK

Going through the course with a group of peers, calms the fears that you are not alone, we all face similar challenges and David, with his years of experience and personal anecdotes – plays the perfect Sat Nav to help us go through the journey and hopefully help us reach our chosen destination.



Daniel Gillis
CEO
Camp Simcha

Thank you, David, for a fabulous course. It was very informative and enjoyable. I felt that the course provided me more structure and confidence in the ability to fundraise.



Ashton Selouk
Senior Fundraiser
UJIA

David is so knowledgeable and makes the course so engaging. You will be so enthused and informed with your fundraising work moving forward, and will be able to put what you have learnt into action.



Daliah Mehdi
CEO
Youth Aliyah

This course changed the way I think and speak about my charity. The insight I have gained has given me more confidence to approach and engage major donors.

WEDNESDAY 26 FEBRUARY - SESSION 1



Major Donor Fundraising

The course begins exploring some principles that underpin Major Donor fundraising, the extent to which charities rely on Major Donors and how this has changed since the pandemic.

Working in partnership with Trustees

Working in partnership with Trustees and volunteers as askers and door openers is key to the success of a Major Donor programme. We will discuss some of the issues that come up and look at models of best practice.

Why do people give?

Understanding what makes people give is crucial for any charity which wants to connect with a donor. We will explore and understand the motivations of donors.

The Major Donor Cycle

This session will start to explore how you reach a new Major Donor. Using the Major Donor Cycle model, we will set out the steps you need to go through to bring your next Major Donor on board.



Identifying your next Major Donor

We will start by learning how to identify your next Major Donor, whether it's mining your own database, flicking through the Rich List or looking through the pages of City AM.

Researching

We will research your next potential Major Donor and show you where to find valuable information. What motivates and engages them and how to find out if they would be interested in your charity?

The importance of Stories: My Story

An opportunity to share your story and explore common themes.



Preparation for Major Donor Interview

We will prepare for our Major Donor interview putting some questions together. What motivates them to give? Does they give strategically? What switches them off and what switches them on?

Major Donor Encounter – Q&A

We will hear from a well known major donor about their involvement with philanthropy. We will have an opportunity to hear their story and ask him the questions that we devised.

The Donor Story

We will explore the story of your next Major Donor, their values, their interests and what motivates them to give.

Cultivating Major Donors

What are the diverse types of events and activities you should be investing in to attract new Major Donors and keep them on board? Who does the inviting? How frequently should these events be taking place?



Planning and preparing the Ask

We will have plenty of time to plan and prepare the ask to the Major Donor. Using a checklist, we will work on what we will need to prioritise, based on the research we did last week.

Setting up the meeting

Setting up the meeting is as challenging as making the ask itself. We will explore creating opportunities to set up a meeting. How do you get through to the person you need to speak to? Who makes the call? How do you start the conversation? Where should the meeting take place? Who else should be involved?

WEDNESDAY 12 MARCH - SESSION 3



The Charity's Story

We will tell the story of our own charity: who we are, what we do, who we support, what our values are and what our core message is.

Learning how to ask for a Major Gift – The Theory

Using a “use of self” technique, we will walk through – minute by minute – how to construct and effectively use the time we have with a donor: how to evaluate the environment, listen to the donor, what language to use and how to make a powerful ask for a major gift donation.

Learning how to ask for a Major Gift – The Practice

Everyone will have an opportunity to perfect their asking skills through a real time/real scenario role play. This will be an opportunity to practise and learn how to make the ask effectively with the help of video and feedback.



Thanking, Recognition and Stewardship process

How can we thank Major Donors appropriately? How often should we be in touch with Major Donors after they have given their gift? We will be discussing some good models of thanking, recognising and stewarding donors and ensuring that they continue to support our charity.

Summary and what we have learned

We will summarise what we have learned and draw together the models that we have looked at and their practical application. We will have an opportunity to devise a Major Donor work plan for our return to work tomorrow. This course includes a 1½ hour personal follow-up session with each participant, focusing on helping with their work plan.

FEES

£950 + VAT for all three sessions.

What is included:

- Course instruction
- Materials including summary slides after each session
- One hour follow-up one-to-one personal mentoring consultation
- Lunch
- Individualised refreshments and snacks throughout the day

HOW TO APPLY

Please complete the Booking Form which can be found at www.goldbergconsulting.co.uk/booking-form

Places are limited to 8 participants and will be allocated on a first come first served basis. A place will only be confirmed on receipt of full payment.

Applications and full payments should be received by
Friday 14 February 2025

CANCELLATION POLICY

If you cancel 30 days or more before the first day of the course, you receive a full refund.

If you cancel 15 – 29 days before the first day, you receive a refund of 50%.

If you cancel 1 – 14 days before the first day, we will not be able to give a refund.

PAYMENT

Payment is due at the same time as the Booking Form is sent.

Payment should be made by bank transfer to:

Account name	GOLDBERG CONSULTING
Sort Code	20-45-45
Account Number	23365042

THANK YOU

And I look forward to welcoming you on the course.



ABOUT DAVID GOLDBERG



I have been privileged to be a fundraiser for the past 20 years. It has been a rewarding and satisfying part of my career, nurturing and leading a team of fundraisers whose efforts raised more than £130 million and whose work has impacted and improved the lives of tens of thousands of people.

I have met many inspirational people along the way – fundraisers, donors and recipients – who have fueled my enthusiasm for the profession and made me see fundraising as a positive, valuable and meaningful occupation.

Throughout my 40 years+ working in the not-for-profit sector, I have developed many relationships and gained a multitude of experiences that have helped me understand how the organisations operate, adapt and change. I understand the needs of not-for-profit organisations and in particular the charity sector. Many years as Fundraising Director for UJIA have given me a real advantage, having developed skills and knowledge in an outstanding professional environment.

Over the past 7 years, more than 160 fundraisers have come through my courses and are continuing to develop their skills, most importantly, have raised hundreds of thousands of pounds more from major donors since attending the course.

As well as training fundraising professionals, my consulting services include recruiting fundraisers into charities, mentoring Chief Executives and Fundraising Directors, advising on fundraising strategy and fundraising training for Trustees.

Please visit WWW.GOLDBERGCONSULTING.CO.UK for more information.