



Seven-Figure Gifts

Identifying, Cultivating, and Receiving Seven-Figure Gifts

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- Introductions
- Quick Poll: How many of you have, or know someone who has, received a seven-figure gift?
- Goal: Develop an effective strategy that cultivates relationships of trust that lead to seven-figure gifts.

What we will cover today:

- How to do you identify seven-figure donor prospects?
- Understanding the investor persona of a seven-figure donor
- Setting expectations for the timing required to cultivate a seven-figure gift
- Setting a compelling vision for a seven-figure donor

*“For God so loved the world
that he gave his one and only Son,
that whoever believes in him shall not perish
but have eternal life.”*

John 3:16

Identifying Seven- Figure Donors

How do I find them?

- Existing Donor Base
- Generosity Screening
- Feasibility Study Process
- Shared Connections/Foundations
- Board Members

The Process of Engagement



CONSIDER:

What are the natural ways to invite someone to taste, see, and grow to love the mission and vision?

How to Engage Seven-figure Prospects?

- Regular POE event
- Individual meetings
- No Pressure - all personal
- Vision weekend, vision trip
- Unique or personalized trips



Understanding the Persona of Seven- Figure Donors

Common Traits of the Seven-Figure Donor

- Successful private/family business
- Spiritual vs. transactional
- Not Flashy - often anonymous
- Desiring genuine relationship
- The Isolation of wealth
- Giving based on heart connection
- Often invited to things

*“I need you in my life.
You are the answer to prayer I have been
asking for as I seek to steward resources.”*

Investor Persona

- Investors take sufficient time for due diligence
- Interview fund managers, performance
- Used to a professional prospectus
- Often involve trusted advisors
- Done in concert with larger objectives (e.g., giving goals, taxes, estate planning)
- Are not rushed in their decision

The Time Required to Cultivate a Seven-Figure Gift

“You cannot fast track trust.”

- Ralph Veerman

The Goal: Developing Trust

- The three-year rule
- It just takes time to know someone
- Stay with them
- Care for their whole family
- Direct connection to the CEO, Vision
- Personal connection to the mission

Setting a Seven- Figure Vision

“You cannot expect to receive a seven-figure gift with a five-figure vision.”

- Ralph Veerman

1. Consider the capacity and heart of the donor

- What are they stewarding?
- What are their giving goals?
- What do they care about that aligns with your organization?

2. Create a vision that makes sense of their gift

- Is the vision bigger than their gift?
- Is it dependent on them to succeed?
- Is it compelling?
- Is it connected to a master plan?

3. Treat them like partners in the mission and vision

- Let their input shape the vision
- Expect multiple conversations, not just one
- Treat them like partners instead of just donors
- Show how their gift will have impact and ROI

*Many seven-figure gifts began
with a gift of \$100*

The Challenge

- What assumptions have you had about the persona of a seven-figure donor?
- How has this session shifted your thinking about the time required for cultivating donors into partners?

Questions?



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