



# Major Donors: Finding Big Gifts in Your Database and Online

*Ted Hart, James M. Greenfield, Pamela M. Gignac, Christopher Carnie*

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**Major Donors: Finding Big Gifts in Your Database and Online** Ted Hart, James M. Greenfield, Pamela M. Gignac, Christopher Carnie  
Boost Your Nonprofit's Success!

Written by a sterling group of experts for their nonprofit peers, *Major Donors: Finding Big Gifts in Your Database and Online* supplies all types of nonprofit organizations with the best strategies for navigating the ever-changing world of fundraising on the Internet. Truly international in its examples, research, advice, and knowledge, this book is rich with avenues and ideas about approaching prospective givers--and generous with cross-cultural tips about conducting cultivation and solicitation in various countries.

"At last, a practical book that helps us move our thinking in the critical future area of major gift fundraising. As one of the oldest techniques in the fundraiser's armory, we have sat for too long using the same frameworks and techniques; this book offers new thinking, new insights, and new approaches that will help fundraisers harness the potential of the growing band of high-net-worth individuals within their country and internationally. This book is packed with up-to-the-minute, practical information that will enhance existing major gift programs as much as it will help beginners get their head around where to start."

--Tony Elischer, Managing Director, THINK Consulting Solutions

"Institutional advancement is a deeply personal process that requires in-depth understanding of our supporters, to the degree to which specific aspects of our own priorities reflect our donors' personal aspirations and interests. Prospect research is indispensable to this process and to identifying possible supporters from thousands of possible donors--it would have been impossible for the University of Toronto campaign to have succeeded in the absence of our investment in prospect research."

--Dr. Jon S. Dellandrea, Pro-Vice-Chancellor, Development and External Affairs, University of Oxford

"Major Donors offers some of the best advice from some of the world's leading prospect researchers, and it will help you to become a much better fundraiser. It is a great resource and an important part of any fundraising library. When you follow the advice in this book, you will raise much more money."

--Harvey McKinnon, President, Harvey McKinnon Associates author of *Hidden Gold* and *How Today's Rich Give*, and coauthor of the international bestseller *The Power of Giving*

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