



Building a Major Gifts Program

2025 Habitat for Humanity Midwest Regional Conference

Meet your Presenters

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What is a Major Gift?

Major gifts are contributions that make a significant difference to the organization to which they are given. The amount considered to be a major gift varies depending on the organization's size, age, funding base, and operating budget.



What's considered a major gift at your affiliate?

Today – Major Gift Lens

Explore these steps in the fundraising cycle:

- Identification
- Cultivation
- Solicitation
- Stewardship

Examples

Structure for Success

Challenges



Identification of Major Gifts Prospects

First, look to your donor database:

- RFM (Recency, Frequency, Monetary value)
- LAI (Linkage, Ability, and Interest)

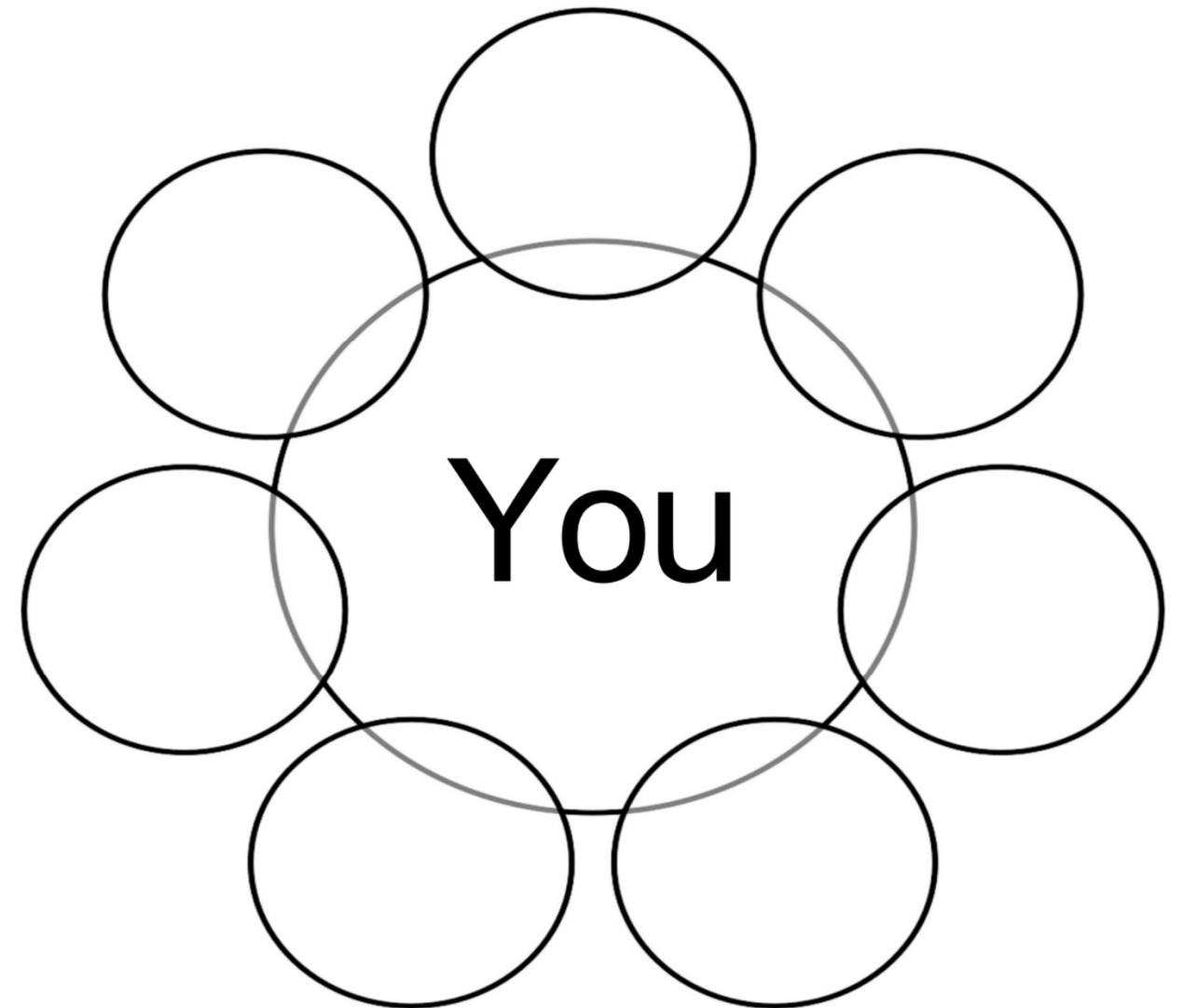


Identification: Engage Your Board of Directors

Leverage board member's networks and influence

Create clear expectations on how the board can support growth

“Circle of Influence” Exercise



Identification: Other Pipelines

Peer-to-Peer Fundraising
ex: Women Build

Direct marketing
ex: Matching gift campaigns
ex: Giving Tuesday

ReStore donors or Volunteers

Other tools: buying lists, etc.

Double your gift now!



"Autumn epitomized what it means to be a true humanitarian, she loved her lord, her community and helping people. Autumn consistently put her needs second to those more needy, and today we celebrate her legacy of giving back by matching your donations to a charity that Autumn loved dearly, won't you please help keep her legacy of service alive by helping a well deserving family."

- Kevin and Pamela Rupkey

Join Kevin and Pam with your Giving Tuesday gift today!

At Greater Des Moines
Habitat for Humanity

Builders Circle & Builders Circle Blitz



Cultivation & Relationship-Building

Personal Touch. Authenticity.

Contact. Connectivity. Customization.

Be PLANFUL, not reactive.
But leave room for change.

Focus on building trust.

Include stakeholders in visioning and discussion of upcoming needs.

	Example Donor
Interest	Preserving aging housing stock
Communication Preference	Face-to-face
Quarter 1	Thank-a-Thon call
Quarter 2	Invitation to neighborhood walking tour / visit with CEO
Quarter 3	Share impact video & Invitation to annual gala
Quarter 4	Year-end ask



Discussion

- What are some tactics you use at your affiliate to cultivate relationships toward a major gift ask?
- How might the application be different if working with a corporate donor versus an individual donor?



Solicitation

Case for support

Make your own gift first

May bring a co-solicitor

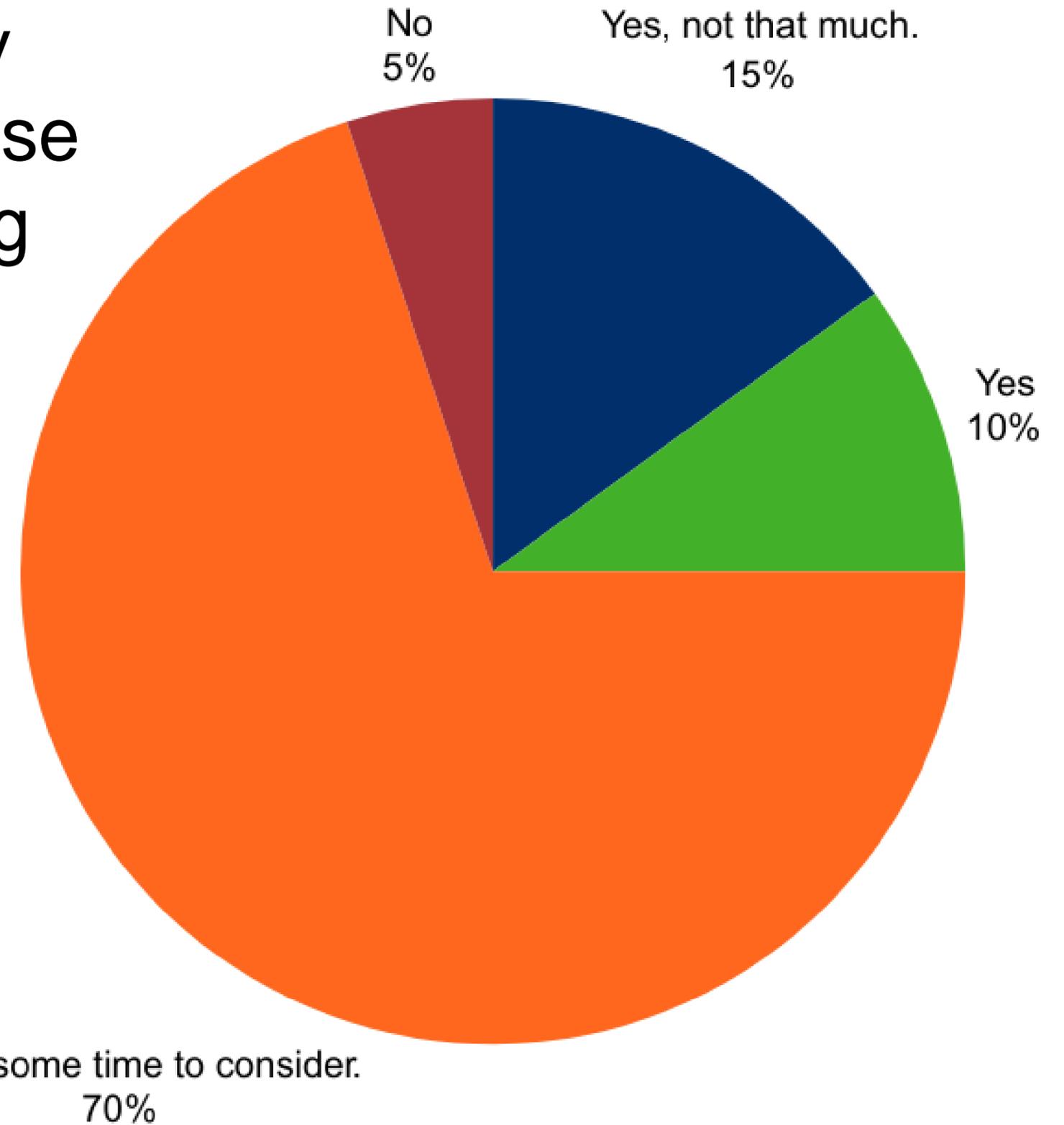
Set up appointment

Prepare

Visit – *Make the Ask*

Follow-up

Likely
response
during
visit:



Stewardship & Acknowledgement

Personal and prompt acknowledgement.

Confirmation that gift is put to use as intended.

Measurable results on their gift before asking for another gift.

Example Tactics	When
Thank you letter with gift receipt	Immediately upon receipt
If gift greater than \$X, phone call from CEO	Within one week of receipt
Email impact report	Within six months of receipt

Structure for Success: People, Process, Tools

Team and Infrastructure

- Roles needed
- Technology for tracking
- Portfolios

Setting Goals and Measuring Success

- Setting clear goals
- What metrics do you need for success?



From ReStore Donor to Major Donor

- Connects with Habitat as ReStore donor
- Added to direct marketing list
- Replies to mailing with \$1,000 gift
- Triggers stewardship plan
- Customized cultivation and solicitation
- Thoughtful renewal ask
- Joins Builders Circle with \$2,500 gift
- Relationship building continues
- Pledges \$25,000 in matching funds



Discussion

- What are the biggest challenges your affiliate faces when it comes to raising major gifts?
- How are you overcoming them?



Challenges in Major Gifts

Common Challenges

- Donor fatigue
- Staff capacity

Addressing Potential Concerns

- Handling donor concerns, stalled out, or rejection
- Keep donors engaged long-term

Never stop focusing on the mission and impact. Commitment to building hope.





At Greater Des Moines
Habitat for Humanity

**Think BIG: from
Builders Circle to
Framing our Future
Capital Campaign**



**At Greater Des Moines
Habitat for Humanity**

**Habitat lead supporters
celebrating a successful
capital campaign with a
symbolic groundbreaking
and reception at the
future development site**



Questions?



Thank you!

Contact us at Greater Des Moines
Habitat for Humanity

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