



# mgru MAJOR GIFTS RAMP-UP Cloud







The Nonprofit Sector's 1st Online Capacity Building Training Platform & Web's Largest Nonprofit Management Resource Library

**Tutorial Series (900 Pages)**

**Video Trainers (8 Hours)**

**Audio Trainers (12 Hours)**

**Resource Library (48 White Papers)**

**Cut & Paste Library (10,000 Pages)**

**Presentation Kits (Teaching Series)**

**MGRU Exams (13 Pre/Post Tests)**

**MGRU Search (Completely Indexed)**



# MAJOR GIFTS RAMP-UP MGRU Model

SECTION ONE – Pg.2



# MAJOR GIFTS RAMP-UP MGRU Cloud

SECTION TWO – Pg.7



## SECTION ONE - MAJOR GIFTS RAMP-UP MODEL







## How to Launch, Build or Retool Your Nonprofit Fundraising Platform

### NONPROFITS WHO IMPLEMENT MAJOR GIFTS RAMP-UP:

- |               |  |
|---------------|--|
| ...START      | ...funding programs from scratch that work and raise money |
| ...RETOOL     | ...funding programs for success that are already in place  |
| ...LAUNCH     | ...new campaigns that are completed on time and over goal  |
| ...REVITALIZE | ...stalled campaigns that are about to fail                |

### HOW IS MAJOR GIFTS RAMP-UP DIFFERENT?

- |                  |   |
|------------------|---|
| ...PHILOSOPHY    | ...based on donors being your nonprofit's primary client                      |
| ...REORDER       | ...traditional fundraising exercises are implemented differently              |
| ...METHOD        | ...specific tasks supercharge short & long-term revenues                      |
| ...DELIVERY      | ...model is implemented in a way that defies industry convention              |
| ...TECHNOLOGY    | ...uses 21 <sup>st</sup> century communication and data-mining infrastructure |
| ...SCALABLE      | ...same method, tasks, and execution scaled to meet your needs                |
| ...COMPREHENSIVE | ...integrates all income models using organizational development              |
| ...COST          | ...use external fundraising counsel at 1/10 <sup>th</sup> of the cost         |
| ...DESIGNERS     | ...proven by veterans who've started nonprofits from scratch                  |

### WHO HAS MAJOR GIFTS RAMP-UP BEEN DESIGNED FOR?

- |            |  |
|------------|--|
| ...MEGA    | ...the \$100 Million dollar shop                                     |
| ...LARGE   | ...the multi-million dollar shop with multiple field representatives |
| ...MEDIUM  | ...the million dollar shop with some development staff               |
| ...SMALL   | ...the small nonprofit with no development staff                     |
| ...NOT YET | ...the person or group who hasn't yet secured their 501(c)3          |
| ...ALL     | ...any person, group, or organization that relies on philanthropy    |

# HOW FUNDRAISING SUCCESS IS MEASURED:

How does one measure the success of MAJOR GIFTS RAMP-UP? It doesn't matter if your launching an Operations, Capital, or Endowment campaign you still must define, in advance, what quantifiable metrics will be used to determine if your fundraising goals have truly been achieved. Here's how the users of MAJOR GIFTS RAMP-UP measure success.

## MAJOR GIFTS RAMP-UP ensures that fundraising campaigns...

1. ...come in **OVER GOAL**
2. ...are completed **ON SCHEDULE**
3. ...are executed **UNDER BUDGET**
4. ...result in **HAPPY VOLUNTEERS**
5. ...produce **GRATEFUL DONORS**
6. ...promote **COMMUNITY PRIDE**



The unusual success of Major Gifts Ramp-Up is made possible because it's different. It's so different that it will change the entire culture of your organization. Here are the eight reasons MAJOR GIFTS RAMP-UP has distinguished itself in the fundraising industry.

### 1. PHILOSOPHY...



First, MAJOR GIFTS RAMP-UP is based on a PHILOSOPHY that turns everything upside down and inside out. Let's suppose for a moment that you run a food and clothing bank. Convention would say that your primary customer is a person who is hungry and your mission is to provide them nutrition. *How would your philosophy of management, operations, and fundraising change if the mission of your food bank went something like this:*

***“Heart of Hope Food Bank exists to provide community volunteers, advocates, and donors the organization they need to provide food and services to the homeless, hurting, and hungry.”***

This mission statement makes THE DONOR YOUR PRIMARY CUSTOMER...NOT the person who is at risk. Therefore, everything within your management culture changes when you base your mission on meeting the needs of the volunteers, advocates, and donors your organization now exists to serve. What's the outcome? Exponentially MORE people receive the food and services they so desperately need.

## 2. REORDERING...

Second, MAJOR GIFTS RAMP-UP is based on a REORDERING of many of fundraising's basic principles used over the past fifty years. Some of the exercises may look the same but are implemented...

*...in a different order*  
*...in a different way*  
*...for different reasons*



These differences consider generational trends, economic changes, communication models, and the overuse and abuse of certain fundraising methods that nonprofits have relied on for decades. This has required a retooling of the process that considers the needs of the donor before the needs of the organization.

## 3. METHODOLOGY...

Third, MAJOR GIFTS RAMP-UP introduces new METHODOLOGY made possible by a wealth of information now available in the digital age that has not been considered or used properly in traditional fundraising models. MAJOR GIFTS RAMP-UP creatively brings new donors into your universe who self-qualify their interest in a manner that avoids arm-twisting. Nonprofits are at least seven to ten years behind the corporate sector in implementing these game-changing resources that make the raising of money more effective than ever.

## 4. DELIVERY...

Fourth, MAJOR GIFTS RAMP-UP as a product is DELIVERED to a nonprofit by a third party in a way that defies industry convention. For decades fundraising consulting firms provided what is commonly known as “residential counsel”. This model actually relocated a consultant to the nonprofit’s geographical location to run the campaign on a day-to-day basis. Only the mega-shops could previously afford this service. Now, in a modern day economy, even the large nonprofits can’t hire-in resident counsel. As a result the consulting industry has turned to what is now referred to as “management counsel” which is delivered by coming onsite on a monthly basis for an indeterminate time period. MAJOR GIFTS-RAMP-UP is based on a different type of delivery system...



**...not RESIDENTIAL COUNSEL...not MANAGEMENT COUNSEL**  
**...but rather it's based on...TRAINING**

*“Give a man a fish he eats for a day...*  
*...Teach a man to fish and he eats for a lifetime”*

Chinese Proverb

The comprehensive nature of MAJOR GIFTS RAMP-UP's training system makes available to nonprofits for the first time the same product lines that previously only multi-million dollar organizations could afford. All the secrets, tools, and resources that consultants would charge hundreds of thousands of dollars for are now revealed, developed, and made available as a low-priced commodity instead of a high-priced niche service item. MAJOR GIFTS RAMP-UP has been designed in a way that allows a nonprofit to internalize this structure through training and resource systems that can be maintained by the organization in perpetuity.

## 5. TECHNOLOGY...

Fifth, MAJOR GIFTS RAMP-UP uses 21<sup>st</sup> century TECHNOLOGY not only in its delivery of the MAJOR GIFTS RAMP-UP system but uses new technology in the fundraising process as well. First, the model considers the use of the web, email, text, and social networking as part of donor communications.

Second, information sets and wealth data that never existed are now used in the cultivation process. Finally, cloud technology is used to provide the nonprofit over 10,000 pages of documents, samples, resources, videos, and audios used in the training process.



## 6. SCALABILITY...

Sixth, MAJOR GIFTS RAMP-UP can be SCALED to fit your needs. It doesn't matter whether you have no staff or a team of one hundred, MAJOR GIFTS RAMP-UP works for everyone. It's been used by the "Mom & Pop" to start their first nonprofit as well as the Mega-Shop that needed to increase their fundraising goal. The principles and methods used to achieve fundraising success are implemented on a time-horizon that considers the existing size and scope of both your financial and human resource.

## 7. COST...

Seventh, because MAJOR GIFTS RAMP-UP is based on a training model, COST is dramatically reduced. This is because "residential" or "management" fees have been eliminated. Existing communication technologies allow for the model to be implemented while reducing the high cost of airfare and travel. Nonprofits can finally secure the same services the big shops do at a fraction of the cost.



## 8. DESIGNERS...

Eighth, MAJOR GIFTS RAMP-UP has been DESIGNED by a group of veterans who've had the experience of starting nonprofits from the ground up. The vast majority of consultants started their careers at an established nonprofit and developed their craft by cultivating relationships with existing supporters. They may have learned the art of direct mail, the intricacies of planned giving, the correct way to solicit foundations, how to host a special event, even how to execute a successful capital campaign but have never experienced **the crucible of starting from scratch**. They have never internalized the convictions and skills that come from building an organization from the ground up. Creating something from nothing with only "duct tape and bailing wire" changes you. It changes everything you believe about the raising of money.



## CONCLUSION:

The following steps overview the elements of MAJOR GIFTS RAMP-UP:

### MAJOR GIFTS RAMP-UP...THE STEPS

- #1 MANAGEMENT PHILOSOPHY
- #2 MAJOR GIFTS RAMP-UP OVERVIEW
- #3 ORGANIZATIONAL DEVELOPMENT
- #4 CASE FOR SUPPORT
- #5 ADVANCEMENT CALENDAR
- #6 PROSPECT IDENTIFICATION
- #7 AWARENESS EVENTS
- #8 PROSPECT CULTIVATION
- #9 SOLICITATION EVENTS
- #10 CAMPAIGN LEADERSHIP
- #11 CAMPAIGN INTERVIEWS
- #12 SOLICITATION PHASE
- #13 CAMPAIGN SUCCESS



**MAJOR GIFTS RAMP-UP is unique.** It provides every professional with a skill set that originates new champions from scratch. If you're a veteran you'll supercharge your existing program by implementing new systems that are proven to increase charitable revenues. If you're just starting, you'll have the privilege of achieving YOUR GREAT DREAM because you're implementing a sound plan that really raises money. MAJOR GIFTS RAMP-UP ensures you reach both your fundraising goals and achieve personal success.



## SECTION TWO - MAJOR GIFTS RAMP-UP CLOUD



**Tutorial Series**



**Video Trainers**



**Audio Trainers**



**Resource Library**



**Cut & Paste Library**



**Training Exams**



**Presentation Kits**



**Search Engine**



## **NONPROFIT EXECUTIVES... ...GET PART OF YOUR LIFE BACK:**

MGRU contains THOUSANDS OF EDITABLE FILES based on WINNING DOCUMENTS THAT RELATE TO NONPROFIT MANAGEMENT, FUNDRAISING, & ORGANIZATIONAL DEVELOPMENT. Executives now CUT-AND-PASTE their way through project preparation with fresh material THAT THEY OWN.

Executives who use MGRU possess the materials, training, documents, tutorials, presentations, manuals, videos, audios, and curriculum they need to advance their charitable mission.

MGRU gives back to nonprofit leaders a small part of their life...it gives them time. They drastically reduce the investment required to create staff training resources, develop board management tools, write major gift solicitations, assemble a foundation proposal, produce a direct mail appeal, host a special event, or launch a fundraising campaign. The resources you need to run your nonprofit are included in MGRU.

Organizations that secure MGRU "own" what's worked for thousands of nonprofits. New resources are ready for you to tweak and trim, revise and adapt, and transform into tools you'll use for unprecedented success in nonprofit management and the raising of money.

Finally, MGRU contains a comprehensive training system ensuring that you and your team internalize the Major Gifts Ramp-Up fundraising model.





# MGRU TURBO SEARCH ENGINE...

...TENS OF THOUSANDS OF PAGES...

...THE ENTIRE LIBRARY INDEXED FOR INSTANT ACCESS TO ANY TOPIC



Enter one or more keywords separated by commas using the FIRMWARE Search Engine.  
Note that 'Asterisk(\*)' wildcards are supported. For exact phrasing please place search terms within quotes.

Search for:   Results per page:

Match: ☒ any search words ☐ all search words

## Search results for: Board

25 results found.

### 1. [RESOURCE-Board-Performance-Inventory-WEB-rv3.pdf](#)

... **BOARD** SELF-EVALUATION PERFORMANCE INVENTORY Name: \_\_\_\_\_ Date: \_\_\_\_\_ **Board** members should not fill out the Self-Evaluation Performance Inventory in anonymity ...

Terms matched: 1 - Score: 237 - 3 Mar 2011 - 357k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-Board-Performance-Inventory-WEB-rv3.pdf>

### 2. [RESOURCE-Playing-Twenty-Questions-WEB-rv3.pdf](#)

... PLAYING TWENTY QUESTIONS WITH YOUR **BOARD** an inside look at a functioning **board** 1. What makes a good **board** member?- Influence, Affluence, Expertise- ...

Terms matched: 1 - Score: 227 - 3 Mar 2011 - 302k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-Playing-Twenty-Questions-WEB-rv3.pdf>

### 3. [I-TUTORIAL-CHAPTER-TEN-Campaign-Interviews-DSI-WEB-rv3.pdf](#)

... Report Completed May 7 Campaign Recommendations Report Completed May 14 Campaign Interview& Recommendations Report **Board** Presentation May 15 Campaign Interview& Recommendations Report Stakeholders Presentation May 31 Copyright ( ...

Terms matched: 1 - Score: 206 - 3 Mar 2011 - 1,024k - URL: <http://www.firmwarecloud.com/fileadmin/files/I-TUTORIAL-CHAPTER-TEN-Campaign-Interviews-DSI-WEB-rv3.pdf>

### 4. [m-TUTORIAL-CHAPTER-ELEVEN-Solicitation-Phase-DSI-WEB-rv3.pdf](#)

... Are you really ready? Do you have: 1. Passionate dedication by the **Board**? 2. Solid internal staff/resource infrastructure? 3. A solid ...

Terms matched: 1 - Score: 180 - 3 Mar 2011 - 1,325k - URL: <http://www.firmwarecloud.com/fileadmin/files/m-TUTORIAL-CHAPTER-ELEVEN-Solicitation-Phase-DSI-WEB-rv3.pdf>

### 5. [e-TUTORIAL-CHAPTER-THREE-Case-For-Support-DSI-WEB-rv3.pdf](#)

... Unauthorized Reproduction is Prohibited CASE FOR SUPPORT NOTHING ELSE MATTERS You can have a Great **Board** Great Staff Great Volunteers Great Facilities Great Newsletters Great Special Events and without a ...

Terms matched: 1 - Score: 156 - 3 Mar 2011 - 2,897k - URL: <http://www.firmwarecloud.com/fileadmin/files/e-TUTORIAL-CHAPTER-THREE-Case-For-Support-DSI-WEB-rv3.pdf>

### 6. [d-TUTORIAL-CHAPTER-TWO-Organizational-Development-DSI-WEB-rv3.pdf](#)

... , pre-determined, end-result leading to greater success for the nonprofit, its staff, **board**, volunteers, and community served. In a nutshell, OD ensures that ...

Terms matched: 1 - Score: 129 - 3 Mar 2011 - 1,543k - URL: <http://www.firmwarecloud.com/fileadmin/files/d-TUTORIAL-CHAPTER-TWO-Organizational-Development-DSI-WEB-rv3.pdf>

### 7. [o-TUTORIAL-CHAPTER-THIRTEEN-Achievement-Awards-DSI-rv3.pdf](#)

... order to do this job right). DUE DATE: TASK: Dec 10 **Board** begins strategic planning process to determine "Case for Support" Jan 7 Begin ...

Terms matched: 1 - Score: 110 - 3 Mar 2011 - 3,663k - URL: <http://www.firmwarecloud.com/fileadmin/files/o-TUTORIAL-CHAPTER-THIRTEEN-Achievement-Awards-DSI-rv3.pdf>

### 8. [b-TUTORIAL-INTRODUCTION-Major-Gifts-Ramp-Up-DSI-WEB-rv3.pdf](#)

... successfully GROW a charitable organization with NO 501(c)3? with NO **board** members? with NO mailing list? with NO staff? with NO volunteers ...

Terms matched: 1 - Score: 70 - 3 Mar 2011 - 1,384k - URL: <http://www.firmwarecloud.com/fileadmin/files/b-TUTORIAL-INTRODUCTION-Major-Gifts-Ramp-Up-DSI-WEB-rv3.pdf>

### 9. [h-TUTORIAL-CHAPTER-SIX-Awareness-Events-DSI-WEB-rv3.pdf](#)

... "new friends take a step into your nonprofit universe and become: a. **Board** Members b. Committee Members c. Campaign Cabinet Members d. Campaign Visitors ...

Terms matched: 1 - Score: 55 - 3 Mar 2011 - 694k - URL: <http://www.firmwarecloud.com/fileadmin/files/h-TUTORIAL-CHAPTER-SIX-Awareness-Events-DSI-WEB-rv3.pdf>

### 10. [RESOURCE-PhilanthroTourism-WEB-rv3.pdf](#)

... "new friends take a step into your nonprofit universe and become: a. **Board** Members b. Committee Members c. Campaign Cabinet Members d. Campaign Visitors ...

Terms matched: 1 - Score: 54 - 3 Mar 2011 - 1,111k - URL: <http://www.firmwarecloud.com/fileadmin/files/RESOURCE-PhilanthroTourism-WEB-rv3.pdf>



# 1. Major Gifts Ramp-Up TUTORIAL SERIES

Used with over 400 nonprofits around the world these teaching tutorials (over 900 pages) cover all aspects of nonprofit fundraising and management. MGRU's tutorial content is organized around the major functions of major gifts, annual and capital campaigns, including both staff and board training combined with organizational development. Written and refined over three decades, these materials advance understanding and support skills development over a broad range of nonprofit issues and topics, and comprise a vast and comprehensive resource library that is invaluable to your entire team.



## 2. Major Gifts Ramp-Up VIDEO TRAINERS

This section of MGRU contains a collection of video presentations by the authors that overview every chapter of the MGRU Pyramid. This video training series has been professionally produced and contains the founder's secrets to successful fundraising. Use these DVD resources to transfer skills to executives, boards, volunteers, and staff. When used in conjunction with the tutorial and library content, these videos provide you with resources your staff will thank you for again and again.





### 3. Major Gifts Ramp-Up AUDIO TRAINERS

MRGU's audio file set overviews, in even greater detail, each chapter within the MGRU Pyramid. These audios will become your team's personal trainers to build and refine your skills as a nonprofit executive specializing in raising major gifts. Whether you are in your car or on an airplane or in your office or home, you can listen to the detailed presentations and learn how to lead your organization to new revenue. This resource ensures you will always have access to information developed by industry thought-leaders who have been there before and can be used to develop your own creative approaches to the current and future needs of your nonprofit. You can also share these audio resources with your staff, board members, volunteers, or clients for their personal development as part of your commitment to provide them the support they need.



### 4. Major Gifts Ramp-Up TRAINING EXAMS

We take MGRU training seriously and the “cloud” has been developed in such a way to ensure nonprofits and their executives, staff, board and volunteers are transformed by the MGRU online digital training series using the following levels of evaluation.

#### **Level 1 – Reactionary Evaluation – “did they like it?”**

Provides information about participants' level of satisfaction with the training and development activities. Accomplished by collecting data from participants by way of a questionnaire at the end of training.

#### **Level 2 – Learning Evaluation – “did they learn it?”**

Provides information regarding the extent to which participants have attained the learning objectives of a training and development initiative. Accomplished by collecting data on participants from pre-tests and post-tests.

#### **Level 3 – Application Evaluation – “did they apply it?”**

Provides information about the transfer of learning and the use of the skills and knowledge acquired from a training and development initiative to the actual work place. Accomplished by collecting data by way of outcome measures, key performance indicators and other metrics.

#### **Level 4 – Impact Evaluation – “did it make a difference?”**

Provides information concerning the extent to which the person / nonprofit has benefited from the training and development initiative and verifies the actual **return on the investment**, documents the degree of change since the baseline measures were taken.





## 5. Major Gifts Ramp-Up RESOURCE SERIES

The “Resource Series” provides you the tools you need to introduce organizational development, fundraising, management, and nonprofit advancement to staff, board, and volunteers. These “overviews” allow you to email team members materials that introduce key concepts you’re ready for them to begin exploring but are not yet prepared to spend hundreds of hours implementing.

Executives use the “Resource Series” to build confidence and explain key elements without overwhelming the prospect with the detail of the “Tutorial Series.” If you find yourself in need of moving the organization in a new direction, without scaring off leadership, use these tools to prepare the way.



## 6. Major Gifts Ramp-Up CUT & PASTE LIBRARY

Here you'll find hundreds and hundreds of actual documents and files representing thousands of pages that have been used by nonprofits across the country and around the world to raise new money during economic downturns and strong economies as well. Culturally sensitive and donor-oriented, these materials represent successful principles and fundamentals that are explained in detail in the tutorial series provided by MGRU. Nonprofit executives around the world have adapted these for their own use on a daily basis. You'll essentially be able cut & paste your way through project preparation.



## 6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

### Sample "Case for Support" Packages



### Sample "Awareness Event" Packages





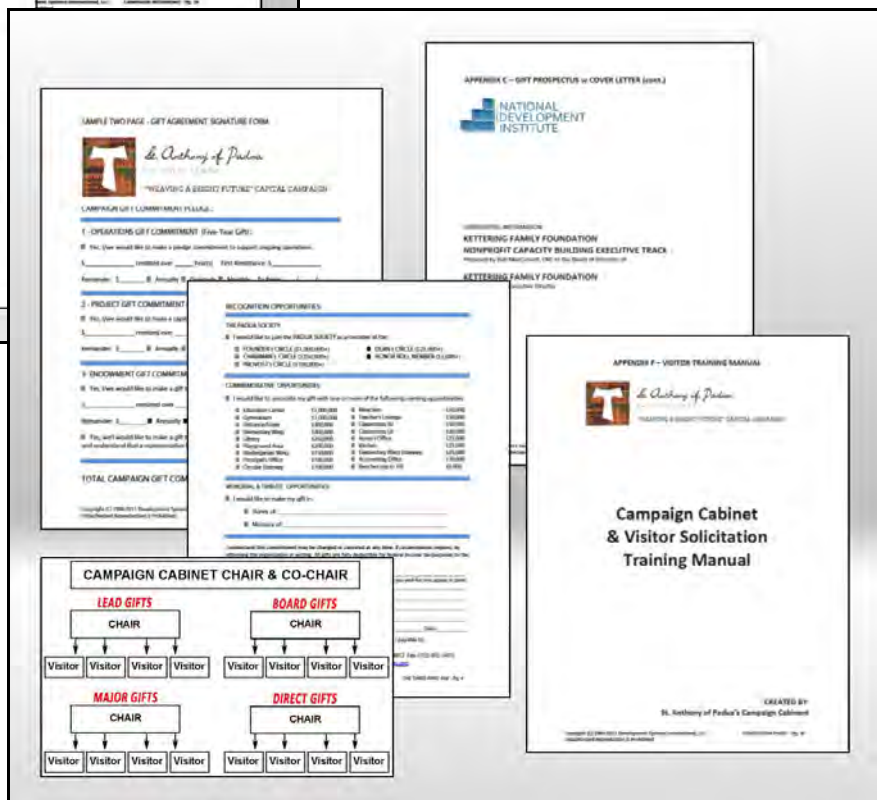
## 6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

### Sample "Signature Solicitation Events" Packages

### Sample "Campaign Interview" Packages (Feasibility Studies)



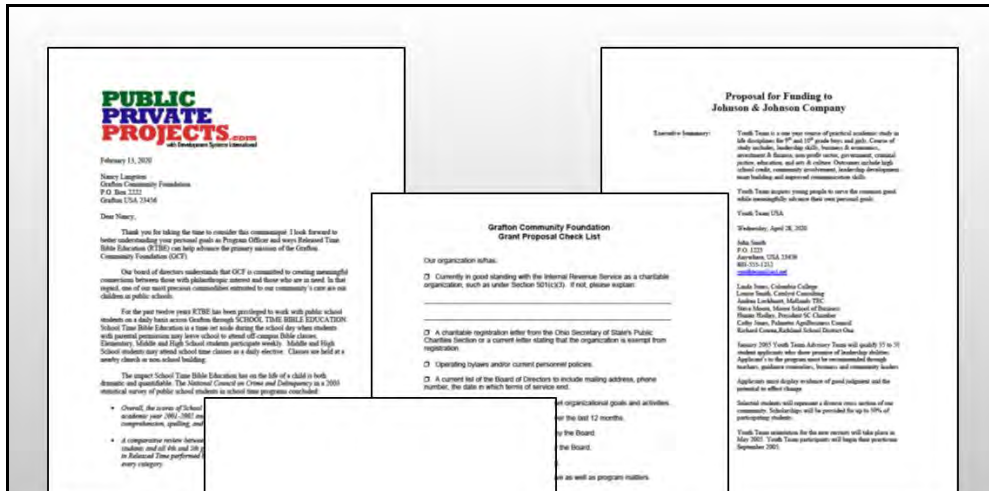
### Sample "Operations Campaigns" "Capital Campaigns" "Endowment Campaigns" Packages



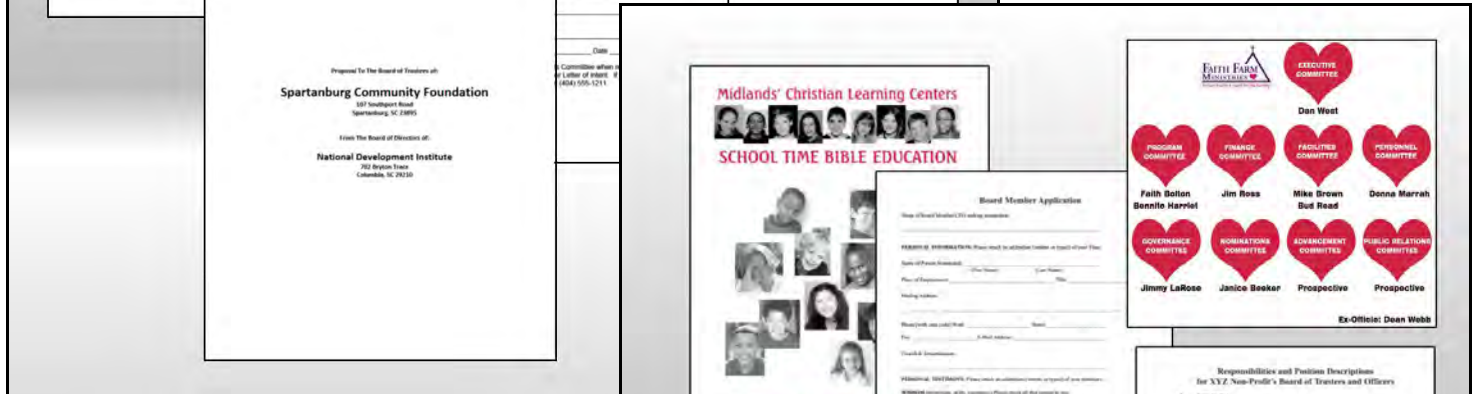


# 6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

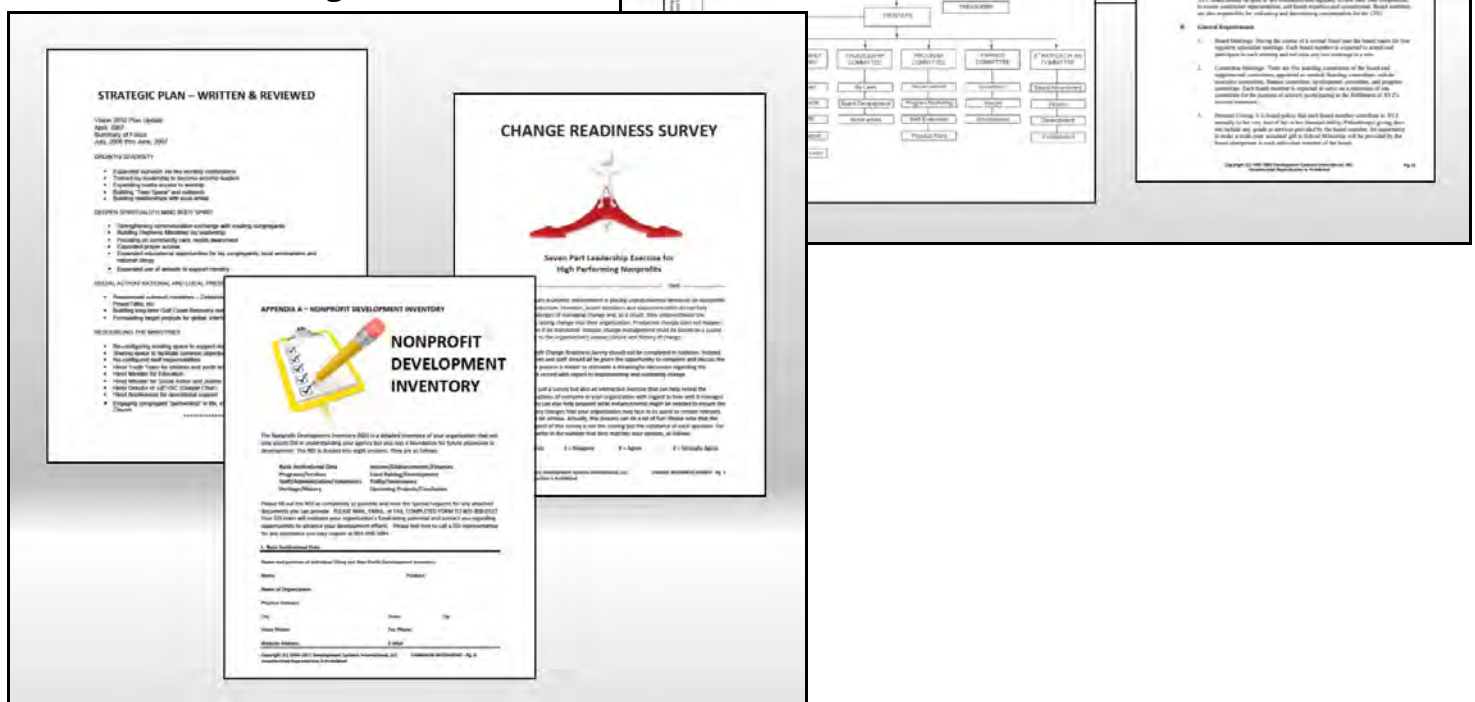
## Sample "Foundation Solicitation Grant Writing" Packages



## Sample "Board Development" Packages

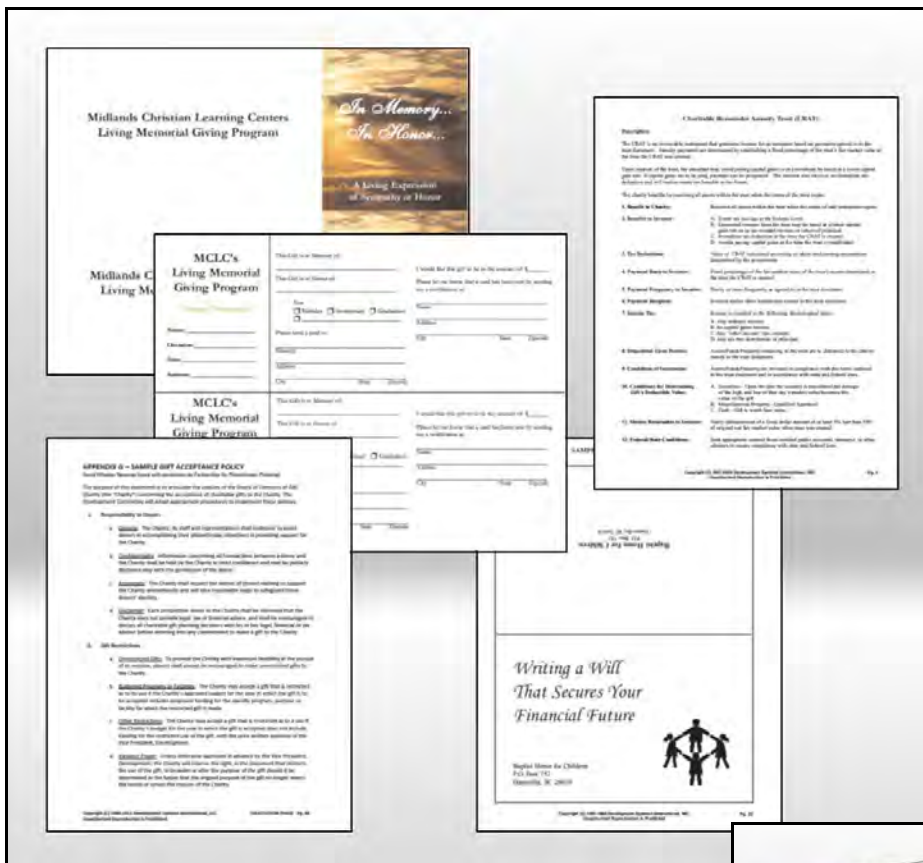


## Sample "Organizational Development" Packages



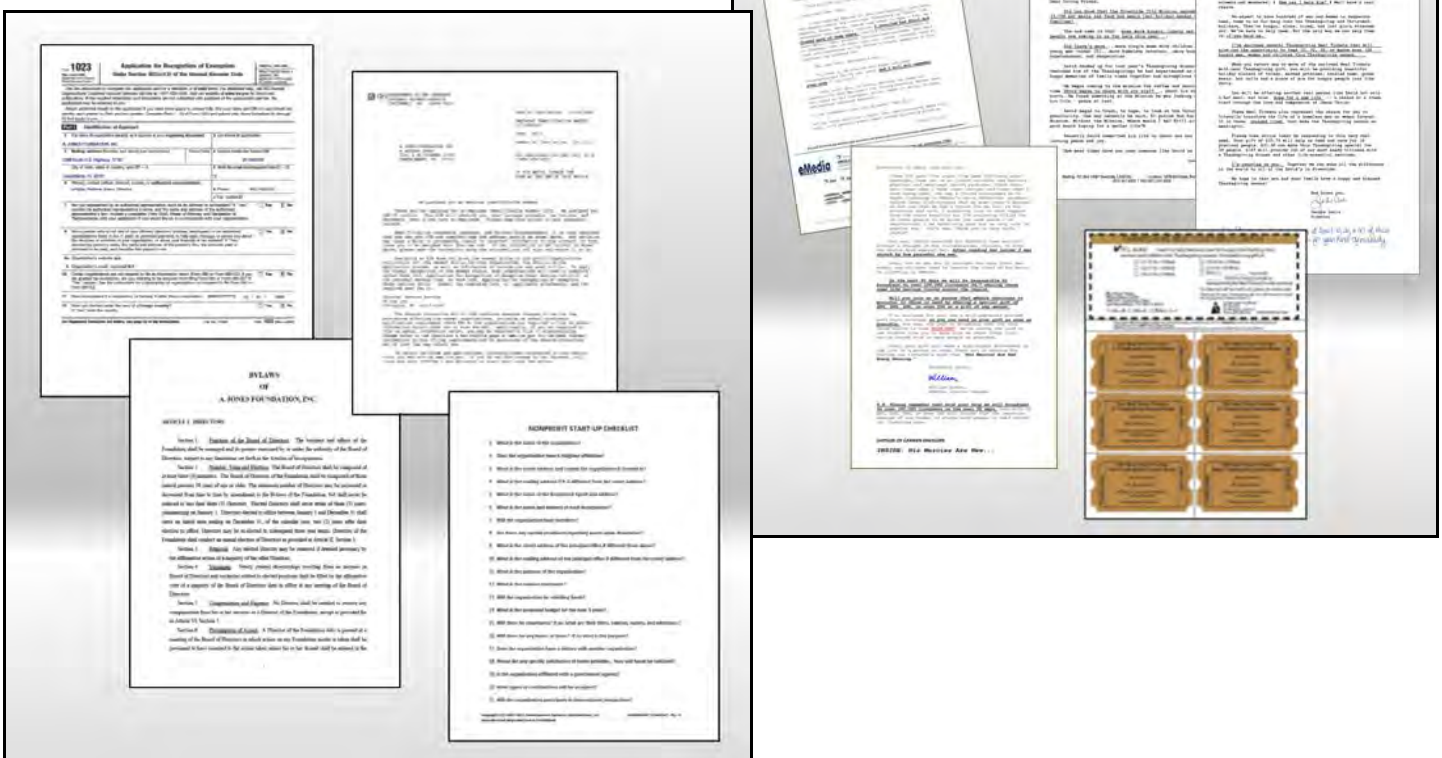
## 6. Major Gifts Ramp-Up CUT & PASTE LIBRARY (continued)

### Sample "Estate & Planned Giving" Packages



### Sample "Targeted Mail" Packages

### Sample "Nonprofit Start-Up" Packages



## 6. Major Gifts Ramp-Up CUT & PASTE Library (continued)

**PLUS...HUNDREDS OF FILE...THOUSANDS OF PAGES OF RESOURCES**

ASK EVENT - Appeal Script - Altruistic #1	AWARENESS EVENT - Event Agenda	
ASK EVENT - Appeal Script - Altruistic #2	AWARENESS EVENT - Event Follow-up Letter	
ASK EVENT - Appeal Script - Faith Based #1	AWARENESS EVENT - Executive Director Speech	
ASK EVENT - Appeal Script - Faith Based #2	AWARENESS EVENT - Invitation Addiction #1	
ASK EVENT - Award Copy Leadership Award	AWARENESS EVENT - Invitation Addiction #2	
ASK EVENT - Church Bulletin Insert	AWARENESS EVENT - Leadership and Faith Seismic Times	
ASK EVENT - Event Night Schedule #1	AWARENESS EVENT - Lunch Behind Bars	
ASK EVENT - Event Night Schedule #2	AWARENESS EVENT - Meet Me On Stage - Follow Up	
ASK EVENT - Event Program #1	AWARENESS EVENT - Meet Me On Stage	
ASK EVENT - Event Program #2	AWARENESS EVENT - Parliament Northern Ireland	
ASK EVENT - Event Program #3	AWARENESS EVENT - Post Event Follow-Up	
ASK EVENT - Invitation Package #1	AWARENESS EVENT - Pre-Concert Private Reception	
ASK EVENT - Invitation Package #2	AWARENESS EVENT - Printed Program	
ASK EVENT - Invitation Package #3	AWARENESS	JOB DESCRIPTION - Major Gifts Field Officer
ASK EVENT - Letter - Direct Mail Appeal Based On Event Update	CASE DOCUMENT - Broadcasting Annual Fund	JOB DESCRIPTION - Project Manager
ASK EVENT - Name Tags	CASE DOCUMENT - Case Check List	MAIL - Anniversary - Broadcasting
ASK EVENT - Post Banquet Briefing #1	CASE DOCUMENT - Christian Education	MAIL - Chrisitan Broadcasters - #6
ASK EVENT - Post Banquet Briefing #2	CASE DOCUMENT - College Capital Campaign	MAIL - Christian Broadcaster #1 - Committed Givers
ASK EVENT - Post Event Follow-Up Letter #1	CASE DOCUMENT - College	MAIL - Christian Broadcaster #1 - Lapsed & Inactive
ASK EVENT - Post Event Follow-Up Letter #2	CASE DOCUMENT - Conservation	MAIL - Christian Broadcaster #1 - Variable Givers
ASK EVENT - Post Event Follow-Up Pledge Participant	CASE DOCUMENT - Education	MAIL - Christian Broadcaster #1 - Prospective
ASK EVENT - Press Release	CASE DOCUMENT - Famous Four Page Case Document	MAIL - Christian Broadcaster #2 - Committed Givers
ASK EVENT - Response Device Generic	CASE DOCUMENT - Helps Organization	MAIL - Christian Broadcaster #2 - Lapsed & Inactive
ASK EVENT - Re	CASE DOCUMENT - Homelessness	MAIL - Christian Broadcaster #2 - Prospective
ASK EVENT - Sig	CASE DOCUMENT - Human Welfare	MAIL - Christian Broadcaster #2 - Variable Givers
ASK EVENT - Ta	CASE DOCUMENT - Incarcerated Youth Annual Fund	MAIL - Christian Broadcaster #3
ASK EVENT - Ta	CASE DOCUMENT - Incarcerated Youth Capital Campaign	MAIL - Christian Broadcaster #4
ASK EVENT - Ta	CASE DOCUMENT - International Outreach	MAIL - Christian Broadcaster #5
ASK EVENT - Ta	CASE DOCUMENT - Local Church	MAIL - Christian Broadcasters - #7
ASK EVENT - Ta	CASE DOCUMENT - Missions	MAIL - Christmas Appeal - Active
ASK EVENT - Ta	CASE DOCUMENT - National Campaign Broadcasting	MAIL - Christmas Appeal - Custom Giving Stream
ASK EVENT - Ta	CASE DOCUMENT - Program Expansion Broadcasting	MAIL - Christmas Appeal - Lapsed
AWARENESS EV	Addiction	MAIL - Christmas Appeal - Major Donor
AWARENESS EV	Advance Letter for Appointment	MAIL - Christmas Appeal - On Air Promotion
AWARENESS EV	Check List	MAIL - Christmas Appeal - Outer Envelope Copy
AWARENESS EV	Cover Letter	MAIL - Christmas Appeal - Prospects
	Education One	MAIL - Crisis Appeal #1
	Education Two	MAIL - Crisis Appeal #2
	Executive Summary	MAIL - Easter Appeal - Missions
	Homelessness	MAIL - Follow Up Thank You Letter
	Human Welfare	MAIL - General - Human Welfare #1
	Letter of Intent	MAIL - General - Human Welfare #2
	Research Profile	MAIL - Living Memorial Copy
	Scholarships	MAIL - Living Memorial Package
	Troubled Youth	MAIL - Mail Package Evaluation
	Youth Leadership	MAIL - Pledge Follow-Up Letter
	d - Board Member	MAIL - Thanksgiving Appeal - Human Welfare #1
	d - Director of Development	MAIL - Thanksgiving Appeal - Human Welfare #2
	d - Executive Assistant	MAIL - Turnaround Reciept Sample Copy
	d - Executive Director	
MAIL - Turnaround Reciept Template		
MAJOR GIFTS - Cultivation Model		
MAJOR GIFTS - Donor Research Profile Sample		
MAJOR GIFTS - Estate Planning Brochure Copy #1		
MAJOR GIFTS - Estate Planning Brochure Copy #2		
MAJOR GIFTS - Field Officer Evaluation Overview		
MAJOR GIFTS - Follow-up Letter		
MAJOR GIFTS - Fundraising Management Plan		
MAJOR GIFTS - Gift Contract #1		
MAJOR GIFTS - Gift Contract #2		
MAJOR GIFTS - Gift Contract #3		
MAJOR GIFTS - Gift Prospectus #1		
MAJOR GIFTS - Gift Prospectus #2		
MAJOR GIFTS - Gift Prospectus #3		
MAJOR GIFTS - Giving Society Overview		
MAJOR GIFTS - Personal Presentation Manual #1		
MAJOR GIFTS - Personal Presentation Manual #2		
MAJOR GIFTS - Personal Presentation Manual #3		
MAJOR GIFTS - Prospect Profiles		
MAJOR GIFTS - Prospect Rating Scale		
MAJOR GIFTS - Prospecting Matrix		
NONPROFIT STARTUP - 501c3 Application		
NONPROFIT STARTUP - Articles of Incorporation		
NONPROFIT STARTUP - By Laws		
NONPROFIT STARTUP - EIN Assignment Letter		
NONPROFIT STARTUP - Form 1023 Attachments and Explanations Requested		
NONPROFIT STARTUP - Proposal for Non-Profit Startup		
NONPROFIT STARTUP - State Filing Sample		
TEACHING AID - 41 Secrets of Direct Mail Fundraising		
TEACHING AID - Ask Event		
TEACHING AID - Awareness Event		
TEACHING AID - Critical Dos & Dnts		
TEACHING AID - Direct Mail Copywriting Outline		
TEACHING AID - Major Gifts Model		
TEACHING AID - One Page Overview		
TEACHING AID - Why Donors Give - Q&A		

***...AND MUCH MUCH MORE!***



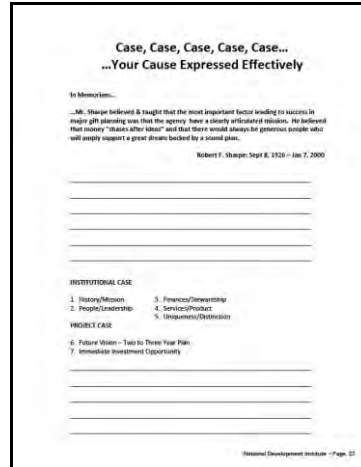
## 7. Major Gifts Ramp-Up Presentation Kits

EXECUTIVES who need to train their staff, board members, or volunteers and are ready to develop their materials turn to MGRU's Presentation Kits. Presentation Kits provide you the PowerPoints, curriculum, and samples you'll need to coach and transfer skills. This content has been developed in actual consulting and training situations and has been consistently refined and adapted as situations and sector needs have changed. Visually powerful, well organized, and educationally effective, these presentations create understanding and confidence, and guide dialogue with internal team members or nonprofit clients. MGRU ADVANCEMENT KITS INCLUDE:

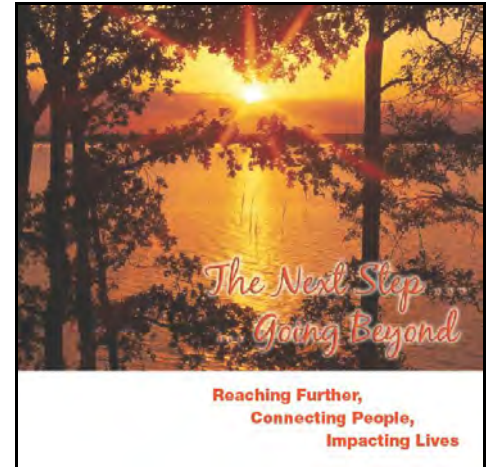
### POWERPOINT



### CURRICULUM



### SAMPLE



### PRESENTATION KIT TOPICS:

- FIRST RIGHT STEPS TO ESTABLISH YOUR MAJOR GIFTS PROGRAMS
- PLAYING TWENTY QUESTIONS WITH YOUR BOARD OF DIRECTORS
- HOW TO BUILD A BOARD THAT WORKS AND REALLY RAISES MONEY
- CASE, CASE, CASE, CASE, CASE...YOUR CAUSE EXPRESSED EFFECTIVELY
- TOP TWENTY-ONE REASONS DONORS GIVE
- ORGANIZATIONAL DEVELOPMENT – THE HIGH PERFORMANCE NONPROFIT
- ASKING FOR THE BIG GIFT...DOING IT OFTEN...DOING IT WELL
- SEVEN NON-NEGOTIABLES OF CONSULTING SUCCESS
- DIRECT MAIL THAT WORKS AND REALLY RAISES MONEY
- ESTATE PLANNING THAT WORKS AND REALLY RAISES MONEY
- SPECIAL EVENTS THAT WORK AND REALLY RAISE MONEY
- MAJOR DONOR RESEARCH THAT WORKS AND REALLY RAISES MONEY
- MINISTRY OF MAJOR GIFTS FUNDRAISING...THE PAULINE APPROACH
- CAMPAIGN INTERVIEWS...IS YOUR SUCCESS ENSURED
- OPERATIONS, CAPITAL, & ENDOWMENT CAMPAIGNS THAT WORK

**James P. LaRose, CFRE, CNC - Founder - James P. LaRose Companies**

**Phone: (803)808-5084 Email: jimmy@development.net**

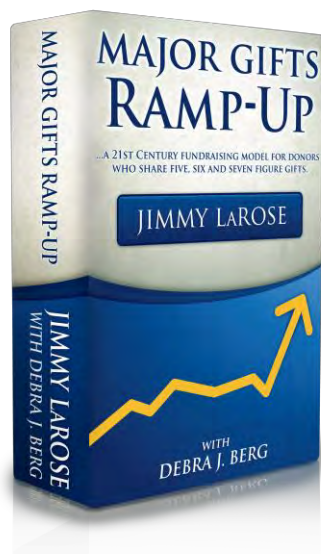
James P. LaRose, CFRE, CNC known around the world as "Jimmy LaRose the Fundraiser's Fundraiser," continues to transform nonprofit executives tasked with the raising of money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for the leaders who serve is unparalleled. His heroes are those men and women of the



charitable world who lay down their lives daily for the hurting and the hopeless. He's spent the last twenty years supporting executives, volunteers, staff and board members across six continents who spend themselves in service to others. Jimmy is fond of sharing with professionals that, "Money chases after ideas, and there will always be generous people who will amply support a great dream backed by a sound plan." Jimmy is the founder of the National Development Institute, Development Systems International and ProPlatforms.com. He is the author of the internationally recognized fundraising series MAJOR GIFTS RAMP-UP and is the designer of the MAJOR GIFTS RAMP-UP CLOUD, a

complete back-office for nonprofit executives. Jimmy led the design team that established Certified Nonprofit Consultant (CNC), a credentialing process that supports nonprofit executives committed to sharing their management experience with their peers. He is the co-founder of the CauseCause.com platform, an online social media community network that supports citizens of the world committed to advancing the common good. He is the co-founder of DonorScope.com, a web-based research portal that identifies philanthropists, altruists, and leaders and their capacity to give to causes for which they personally care. Jimmy has been credentialed by the National Development Institute as a Certified Nonprofit Consultant (CNC) and holds the Certified Fund Raising Executive (CFRE) certification. He is the founding President of the Western Maryland Chapter of the Association of Fundraising Professionals (AFP) and is a graduate of AFP's Faculty Training Academy (FTA) and has been named by the AFP as a "Subject

Matter Expert" on the raising of money. Jimmy has also served as a specialist with the U.S. State Department's Speakers Bureau and has traveled the world working with embassies, foreign governments, and leaders to promote philanthropy and civil society in developing countries. He is a graduate of Indiana University's Executive Leadership Program, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN and the Word of Life Bible Institute, Schroon Lake, NY. Rev. LaRose was ordained as minister of the gospel by the Ecumenical Church of Christ in 2010 to further support his service to the hurting and the hopeless around the world. Jimmy and his wife Dianne make their home in Columbia, SC and are blessed with three children and three grandchildren.







**ADDITIONAL ONLINE FUNDRAISING RESOURCES:**

[www.JimmyLaRose.com](http://www.JimmyLaRose.com)

[www.ConsultingCertification.org](http://www.ConsultingCertification.org)

[www.DonorScope.com](http://www.DonorScope.com)

[www.PAXglobal.com](http://www.PAXglobal.com)

[www.FundraisingFarmer.com](http://www.FundraisingFarmer.com)

[www.facebook.com/nonprofitdevelopment](http://www.facebook.com/nonprofitdevelopment)

[www.MajorGiftsRampUp.com](http://www.MajorGiftsRampUp.com)

[www.NonprofitConferences.org](http://www.NonprofitConferences.org)

[www.Development.net](http://www.Development.net)

[www.eMediaFundraising.com](http://www.eMediaFundraising.com)

[www.twitter.com/jimmylarose](http://www.twitter.com/jimmylarose)

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