

Asking Institute

ENERGIZE your major donor program — develop the keys to success.

Enrich and deepen your relationships with key donors through this premier major donor development event. The Asking Institute is a comprehensive training experience that focuses on all aspects of major donor fundraising through presentations by experienced major donor fundraising professionals, extensive interaction, role-playing and a complete training manual.

You'll learn everything needed to achieve major gift fundraising success, including:

- **How to set realistic goals** and make strategic plans to meet them
- **How to identify top major donor prospects**
- **How to build mutually rewarding relationships** with your major donors
- **How to create a dynamic case statement** that effectively communicates and guides your development plans
- **A biblical perspective** for ministry fundraising
- **How to cultivate ongoing relationships** with your major donors that connect them to your ministry for the long haul
- **How to effectively make major donor presentations** and generate significant gifts — including how to handle objections
- **Integration of the major donor efforts** into the overall development program
- **How to continually improve your development skills and results**

"The Asking Institute provided us with many specific and useful ideas, principles and examples. The personal applications, enthusiasm and expertise revitalized our energy to move our major donor program to the next level. Extremely valuable!"

— 2007 Graduates



For more on this important topic, contact Rory Starks at 360-271-8177 or rstarks@masterworks.com