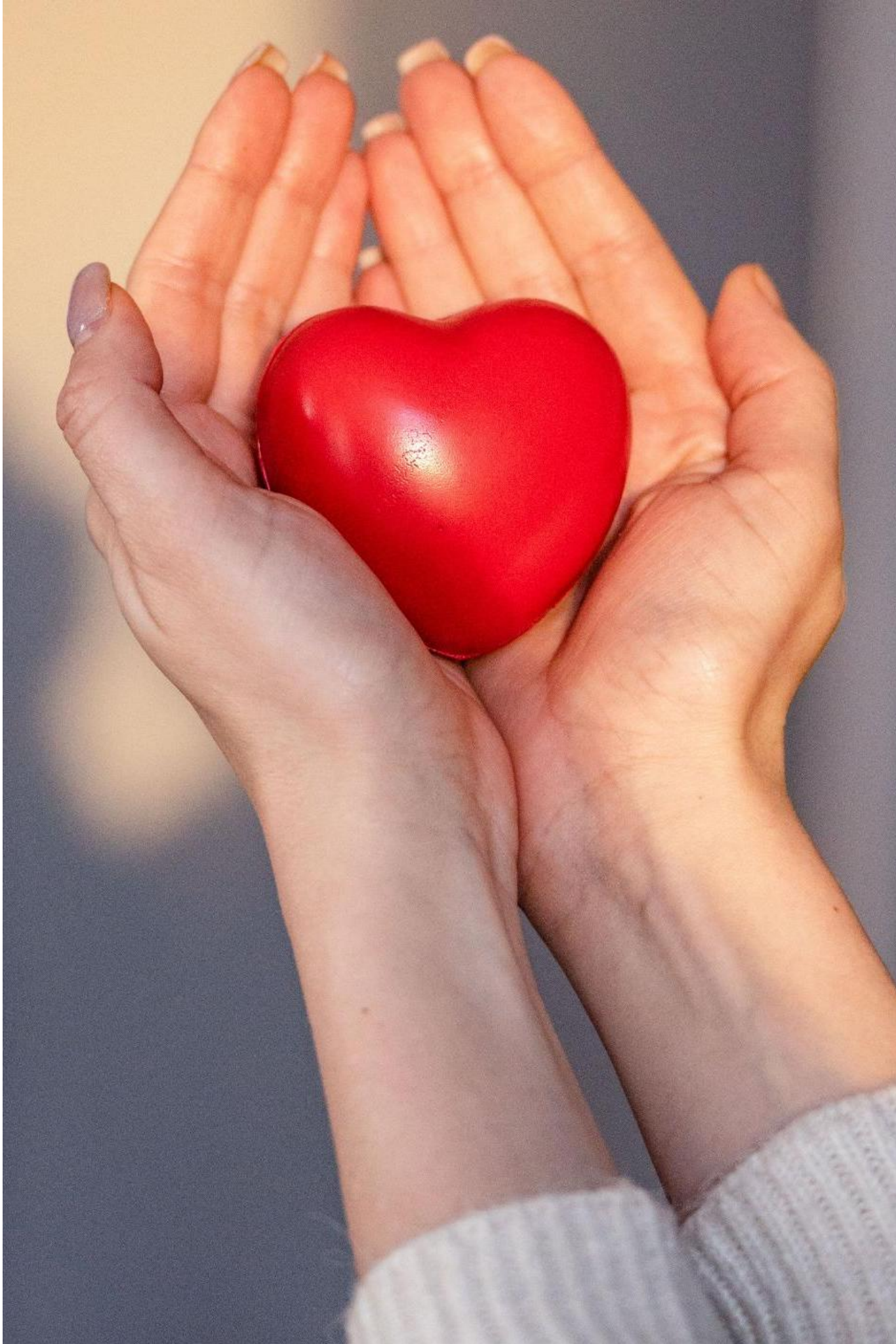


Beyond the Ask: Building a Successful Major Gifts Program



We love to KNOW more about YOU.



Building a Successful Major Gifts Program

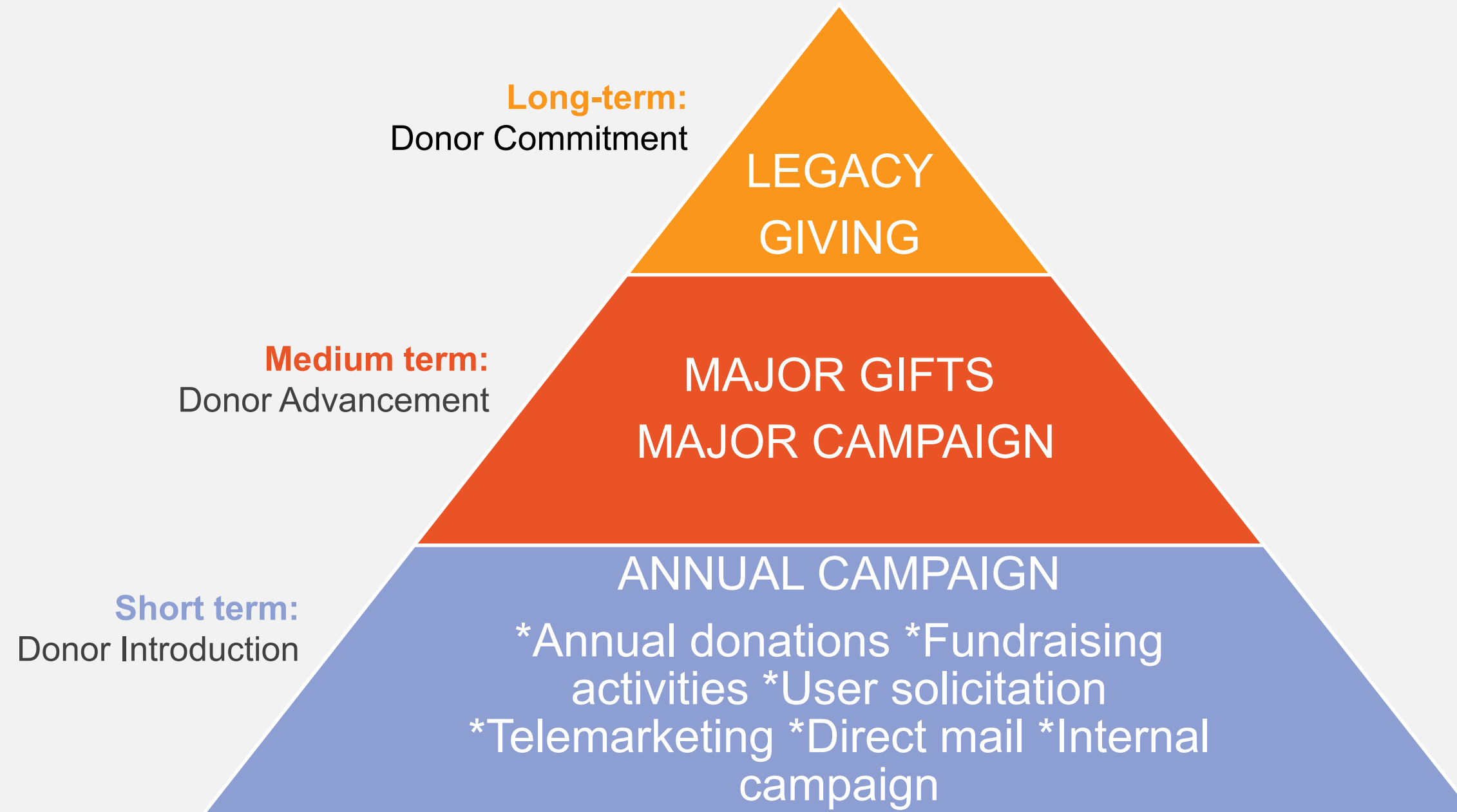
Is Your Organization Ready to Take this Turn?

Take your Organization
to New Heights
with Major Gifts



Building a Successful Major Gifts Program

Donor Progression Pyramid



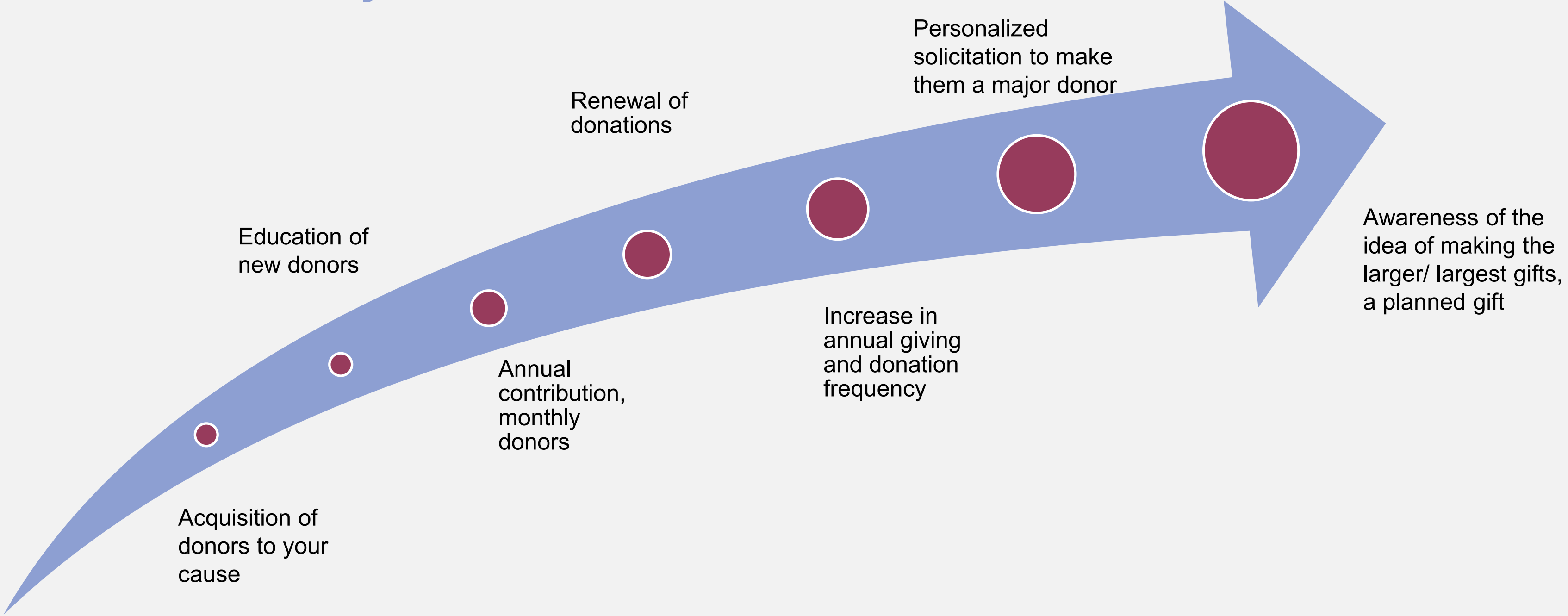
Building a Successful Major Gifts Program

Focus Our Efforts in the Right Place



Building a Successful Major Gifts Program

Donor Growth Cycle



Building a Successful Major Gifts Program

Create and Nurture the Relationship (before asking)



Inform

Your actions, your impact
→ Provide updates on your projects and their impact.



Interest

Relevant content
→ Explain your impact concretely.



Involve

Events, visits, meetings
→ Invite people to see and participate.



Engage

Discussion about their vision
→ Listen and exchange ideas about their vision.

A major gift is rarely the result of a single meeting. It requires **consistency and **authenticity**.**

Building a Successful Major Gifts Program

What Counts as a Major Gift



Relative by scale

- A major gift represents a contribution that is transformational for both the organization and the donor
- The level can vary between organizations



Can become transformational

- A gift that transforms an organization in a lasting way by funding a major project (capital, programs...)



A natural progression

- The natural progression of fundraising revenue growth
- It doesn't eliminate or replace other fundraising activities

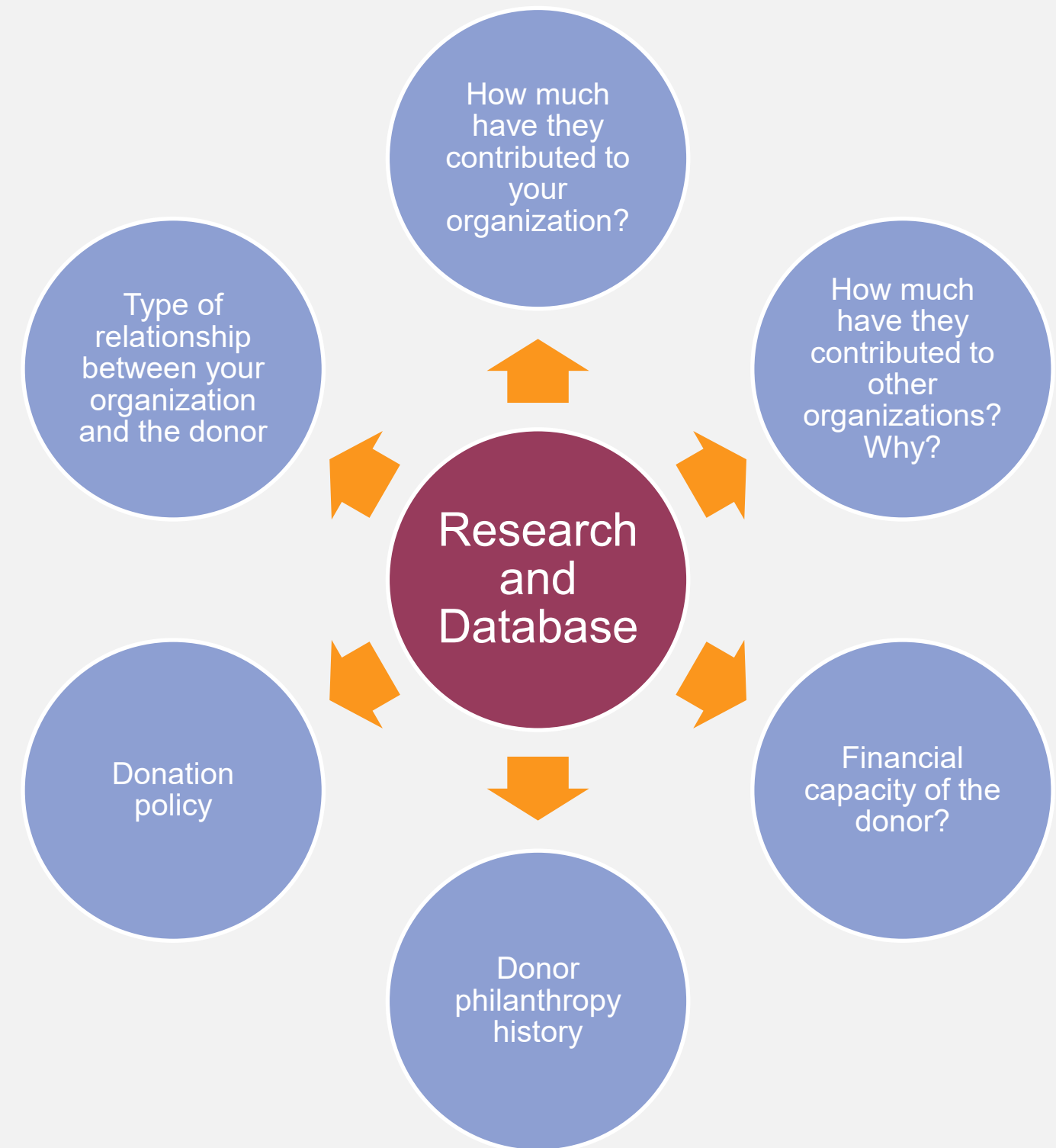


Ongoing, not-campaign-bound

- Runs continuously across corporations and individuals, often between major campaigns

Building a Successful Major Gifts Program

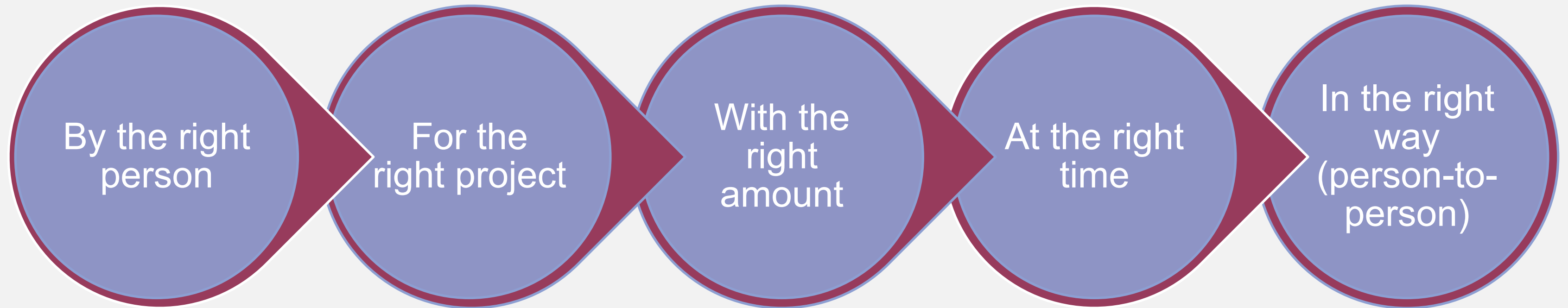
Assessing Donor Capacity



Building a Successful Major Gifts Program

The Five Rights of Solicitation

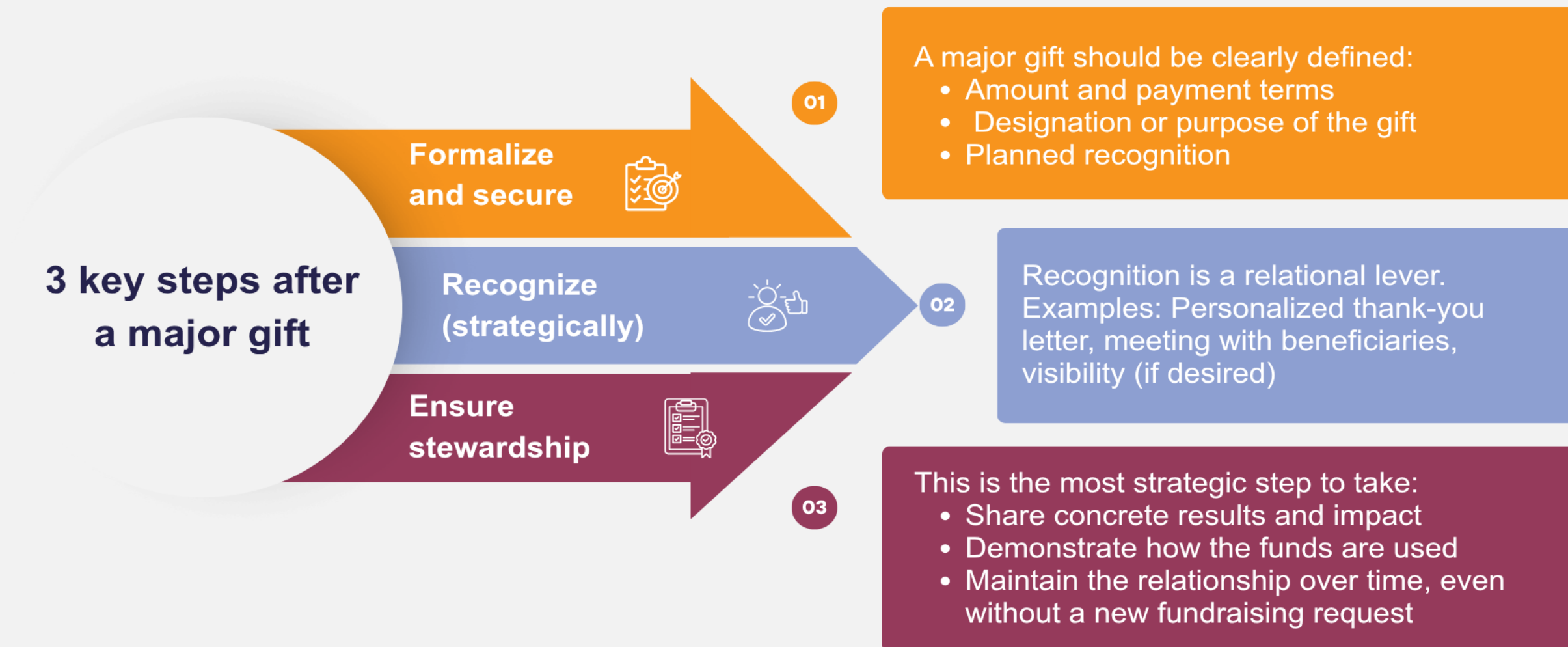
Making the Ask



Building a Successful Major Gifts Program

The Real Work Begins after the Gift!

After the Gift: Where Everything Truly Begins!



Building a Successful Major Gifts Program

A Winning Formula for Our Clients

Structure your program



Define the purpose, recruit a committee, and develop a recognition plan

Identify and engage potential donors



Targeted research and strategic outreach

Valuing contributions



Setting up a unique recognition program to celebrate generosity of your donors

Strengthen long-term relationships



Monitor and manage donor relationships to ensure lasting support

BNP Inspire at a Glance

27+ years of history

Over **\$4** billion raised

1,200+ mandates

500+ capital campaigns

300+ pre-campaign studies

100+ strategic plans

100+ governance mandates

25-year presence in Atlantic

62 key projects and campaigns delivered in Atlantic

Trusted partner to over **40%** of municipalities in New Brunswick

~ **\$200** million raised across Atlantic

100% of the campaigns exceeded fundraising goal

Impact in **6** key sectors (Education, Healthcare, Community, Arts & Culture, Faith, Environment)

Our Footprint in Atlantic Canada



The Impact We've Built Together

Hampton Summit Centre, NB
Objective \$4M
Result \$4.25M



E.P Senechal Center, Grand Falls, NB
Objective \$2M
Result \$3.8M



Centre Jean Daigle, NB
Objective \$2.5M
Result \$4.75M



Centre Uniplex, NB
Objective \$4M
Result \$4.75M



Nutrien Civic Center, NB
Objective \$4M
Result \$4.75M



Recreation Complex Riverview, NB
Objective \$2M
Result \$2.9M



Edmundston Municipal Golf Club, NB
Objective \$2M
Result \$2M



Centre des générations, NB
Objective \$3.5M
Result \$3M (in progress)



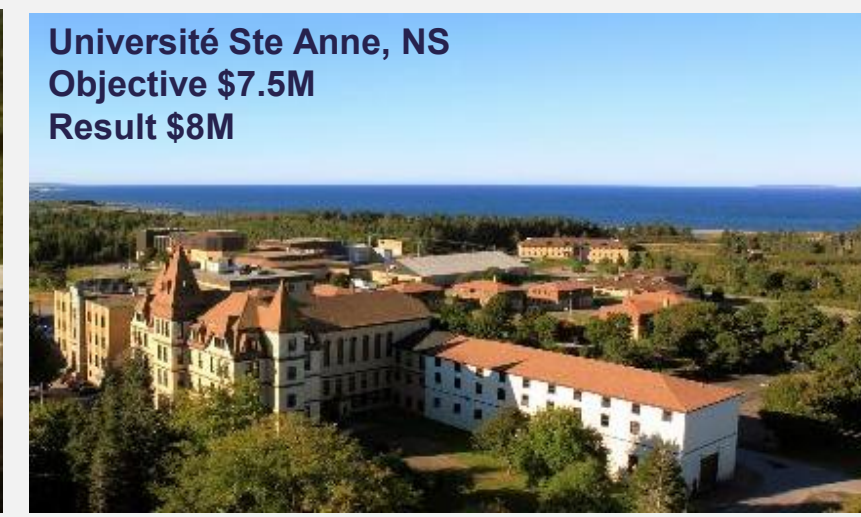
Dartmouth General Hospital, NS
Objective \$15M
Result \$15.8M



Banook Canoe Club, NS
Objective \$5M
Result \$7.4M



Université Ste Anne, NS
Objective \$7.5M
Result \$8M



Black Cultural Centre, NS
Objective \$15M
Result \$4M (just started)



The Impact We've Built Together

NBCC Fredericton Campus, NB
Objective \$3.75M
Result \$4.55M



Centre Cultural Aberdeen, NB
Objective \$750,000
Result \$750,000



Cathédrale Notre-Dame-de-L'Assomption, NB
Objective \$6.5M
Result \$6.75M



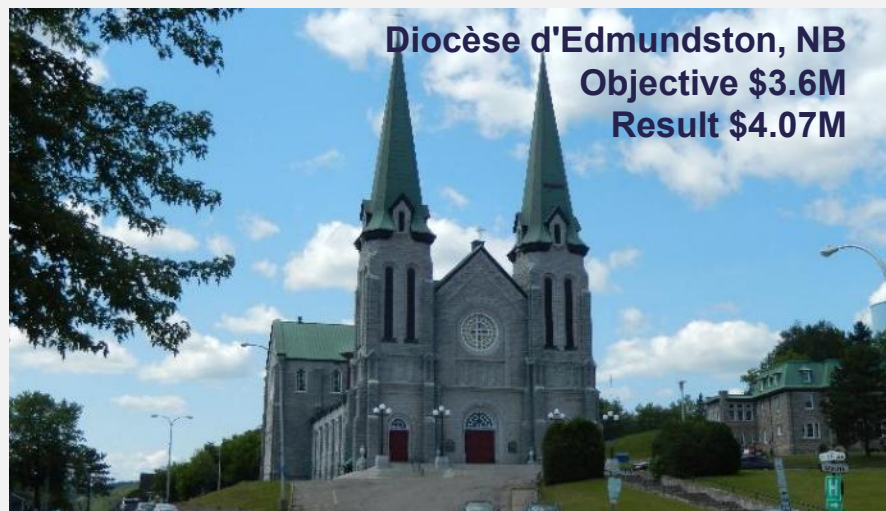
Immaculate Heart of Mary Church, NB
Objective \$900,000
Result \$960,000



Theatre of New Brunswick, NB
Objective \$2.5M
Result \$2.8M



Diocèse d'Edmundston, NB
Objective \$3.6M
Result \$4.07M



SPCA de Fredericton, NB
Objective \$700,000
Result \$700,000



Garcelon Civic Centre, NB
Objective \$3.5M
Result \$3.8M



Foyer Notre-Dame de Saint-Léonard, NB
Objective \$850,000
Result \$1.33M



Foyer de soins de Dalhousie Inc., NB
Objective \$1.1M
Result \$1.4M



Carleton Manor Foundation, NB
Objective \$1.0M
Result \$1.0M



Théâtre populaire d'Acadie, NB
Objective \$800,000
Result \$1.0M



Our tailor-made solutions to amplify your impact...

FUNDRAISING STRATEGY	• Pre-campaign study • Annual fundraising campaign • Major gifts program	• Major fundraising campaign • Planned giving and Endowment program • Donor recognition & Stewardship program	• Marketing communications • Socio-financing campaign
ORGANIZATIONAL MANAGEMENT	• CRA charity registration • Government relations • Imagine Canada certification	• Organizational Management Diagnosis • Strategic Planning	
TALENT MANAGEMENT & GOVERNANCE STRATEGY	• Talent attracting and retaining • Talent management strategy		
DATA RESEARCH	• Data collection • Data analysis		

...with BNP Inspire's added value.

National reach, Local presence	Robust research capabilities	Campaign execution excellence	Hands-on support, collaborative partnership	Grounded in local insight, bilingual capacity	Transparent and all-inclusive service
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From a **deep analysis**, identify the **most effective path forward** to a campaign's success, our team works alongside with you to bring **your bold visions to life** and **amplify social impact**.



Christian Bolduc, LL.B,
ASC, C.Dir., CFRE
CEO

A leading figure in philanthropy, combining passion and expertise to advance this vital sector.



Moncef Lakouas, BA
VP, Business Growth & Finance; VP, Atlantic

A visionary executive in strategic planning, philanthropy and government relations.



Marc Lapointe, MBA,
CFRE
Senior Consultant

A seasoned leader in fundraising and community development, with a passion for impact.



Floyd Dykeman, MSc,
BA
Strategic Advisor

A visionary philanthropy leader, creating impact through collaboration and commitment.



Glenn Massad, LL.B
Philanthropy Consultant

A professional driving impactful philanthropy through strategic expertise.



Van Dinh, MSc, LL.B
Philanthropy Consultant

A proven professional leading communications and strategic philanthropy initiatives.



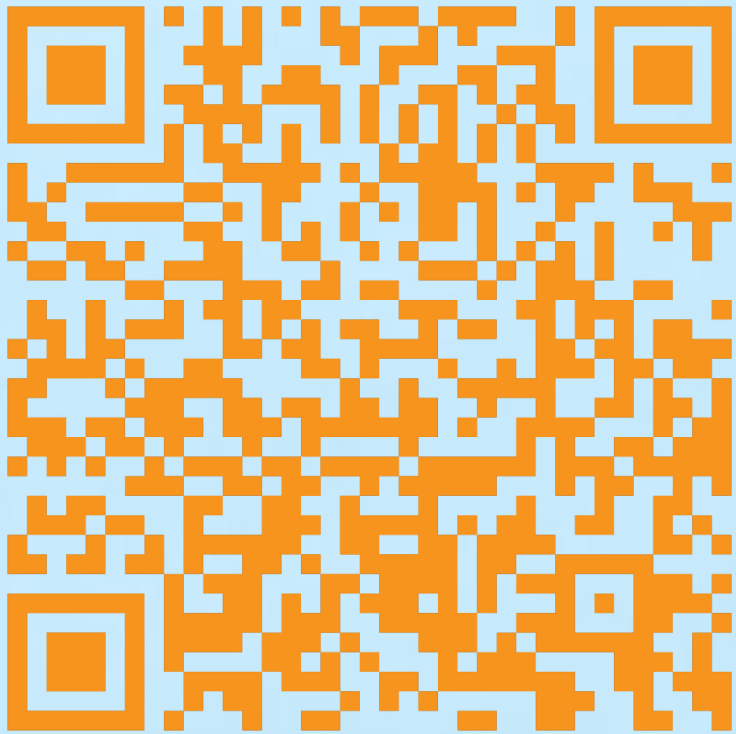
Carolji Forgues
Philanthropy Consultant

A communications strategist turning complexity into clear impactful philanthropy.

** The team's detailed profile will be provided upon request.*



Complimentary
Major Gifts Guide
to help you add values
to **your organization.**



Scan to download now!

**Book a meeting
to talk about your needs**



Your contact in Atlantic region



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