

## Roecker Consulting Group LLC

From Advancing Philanthropy | Winter 2016

Median major gift is reported at \$5,000.

Median of 20 major donors in giving portfolio, with 2 staff working on major gifts.

\$17 billion (5%) of \$335 billion given in 2013 came from gifts of \$1 million or more.

## Roecker Consulting Group LLC

From Chronicle of Philanthropy | January 2016

- 146 major gifts for \$5-10MM budget
- 43 major gifts for \$1-\$4.9MM budget
- 25 major gifts for <\$1MM

DD's and Major Gift Officers raised an additional \$37K with added training.

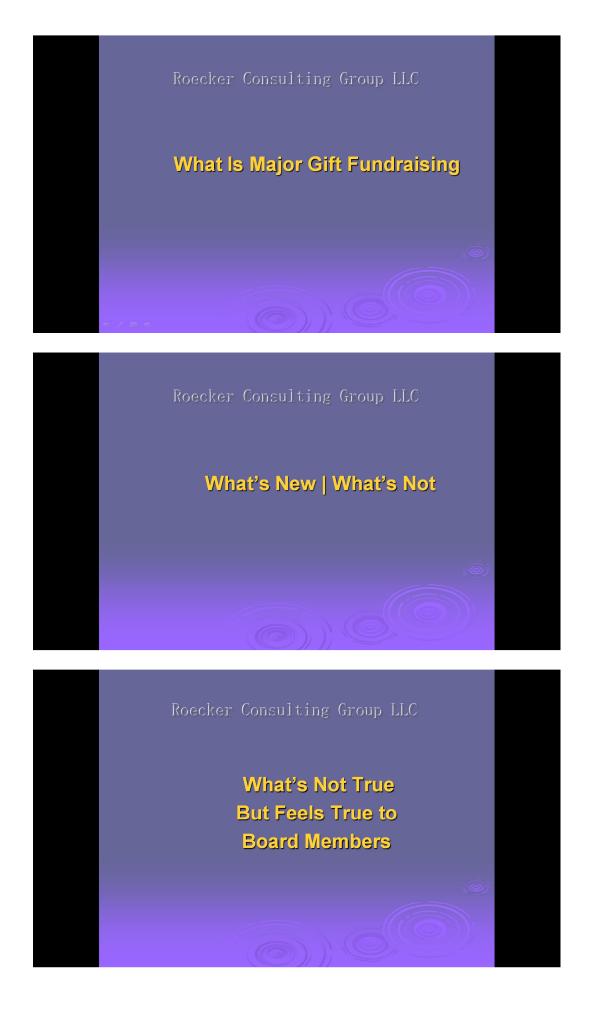
Averaged 6 new major gifts for each additional year with the organization.

## Roecker Consulting Group LLC

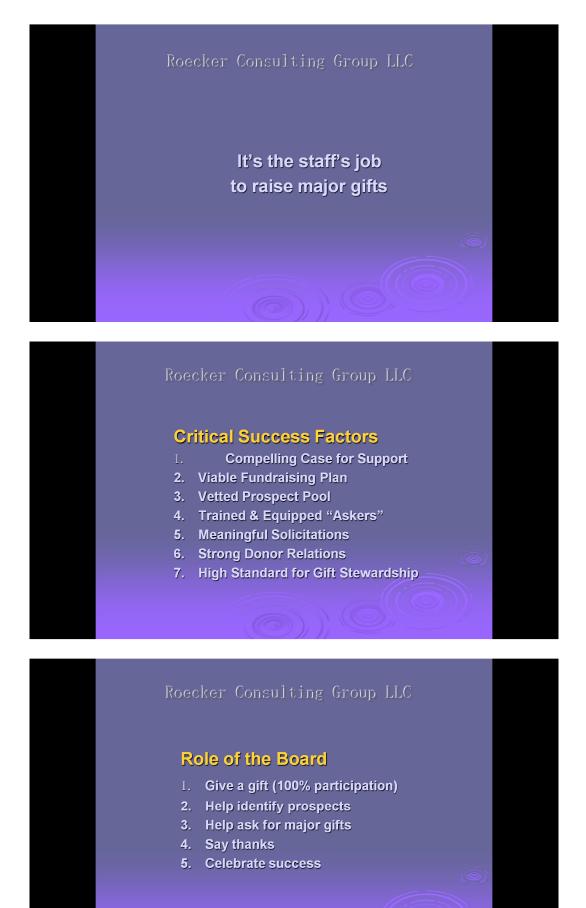
From Chronicle of Philanthropy | January 2016

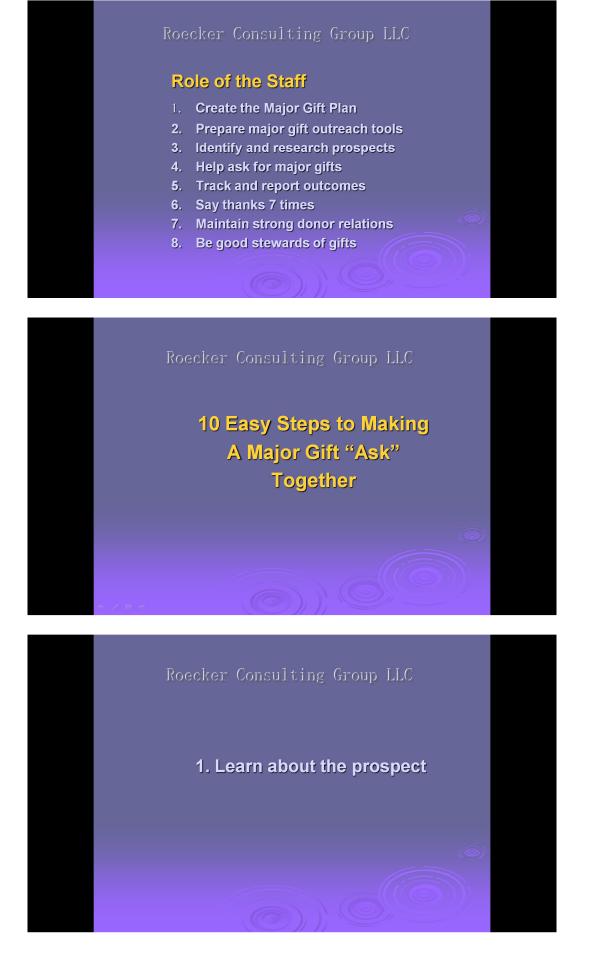
"To raise bigger gifts, small charities need to pay more attention to <u>quality</u>, <u>not quantity</u> ..."

"Nonprofits should <u>be more selective</u> in deciding which prospective donors to pursue and <u>take better care of the supporters they already have ..."</u>

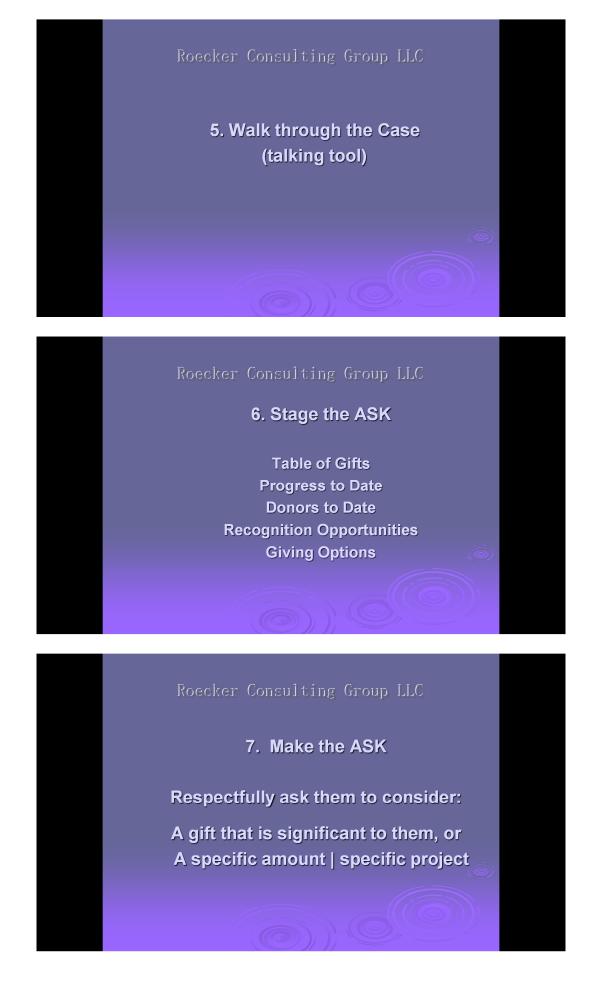


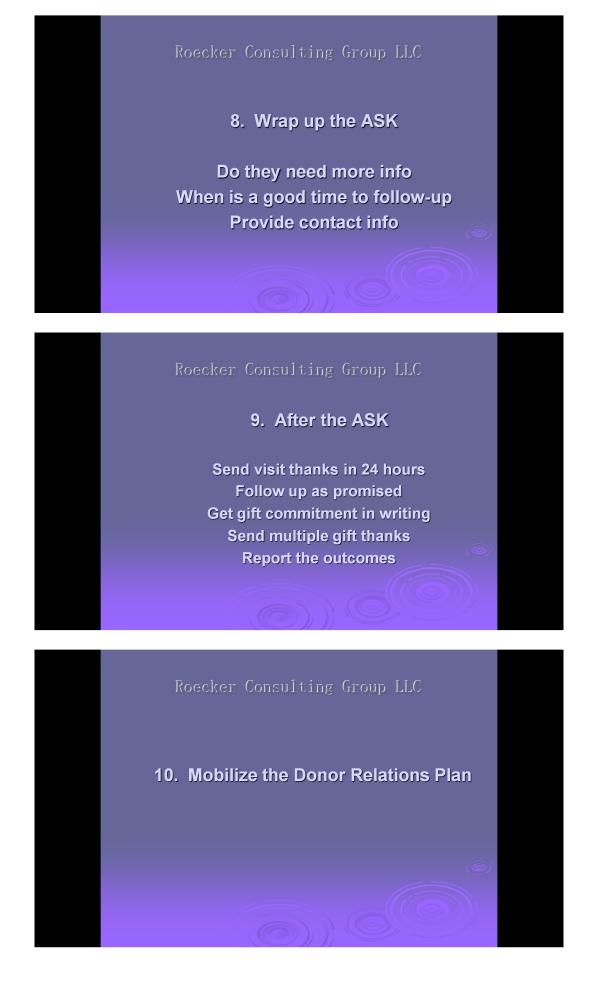


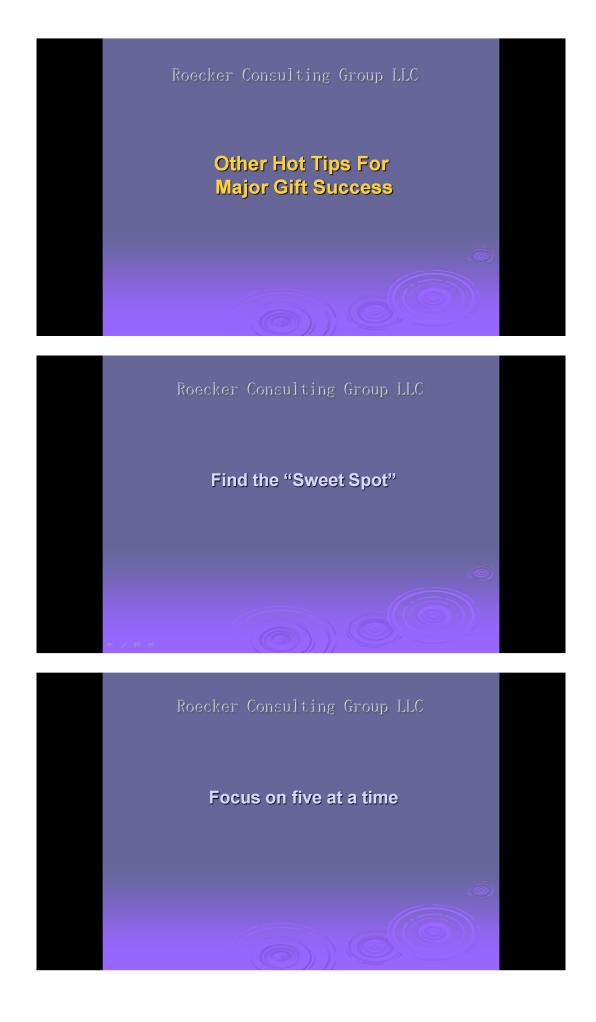


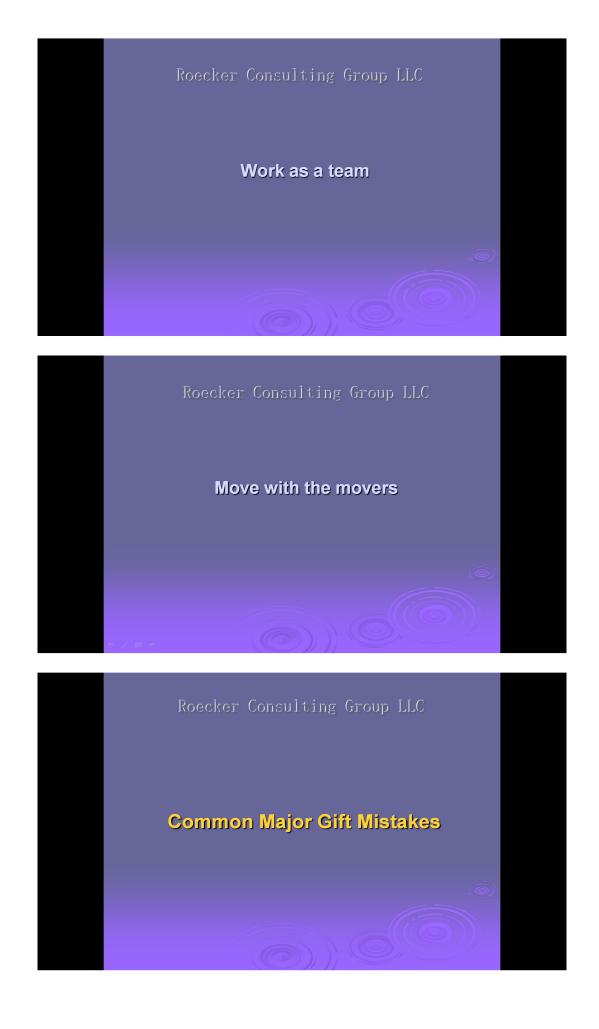


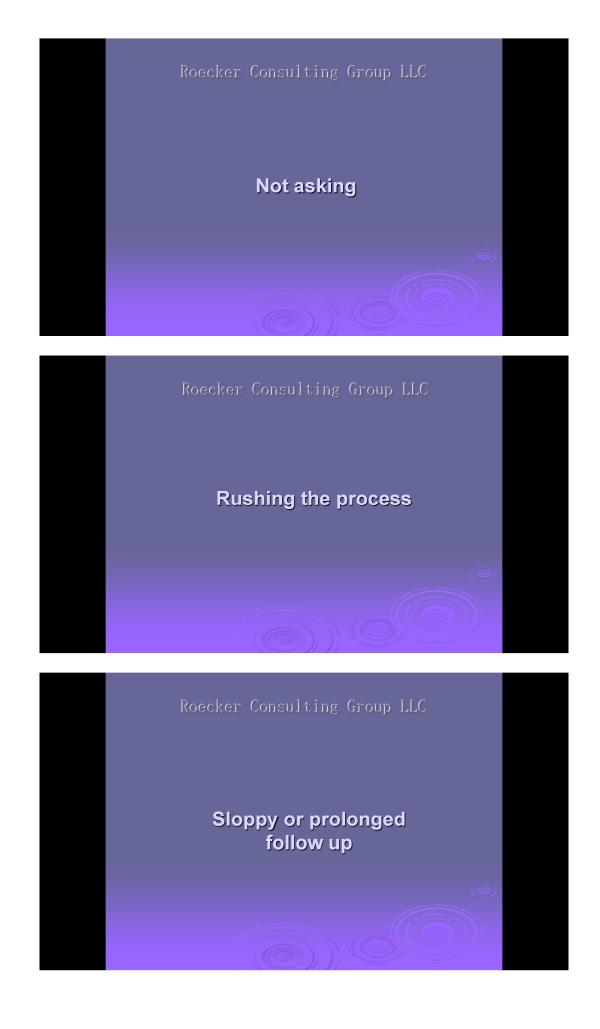














It's The Little Things

What Board Members
Aren't Telling You
But Wish Staff Would "Get"

Roecker Consulting Group LLC

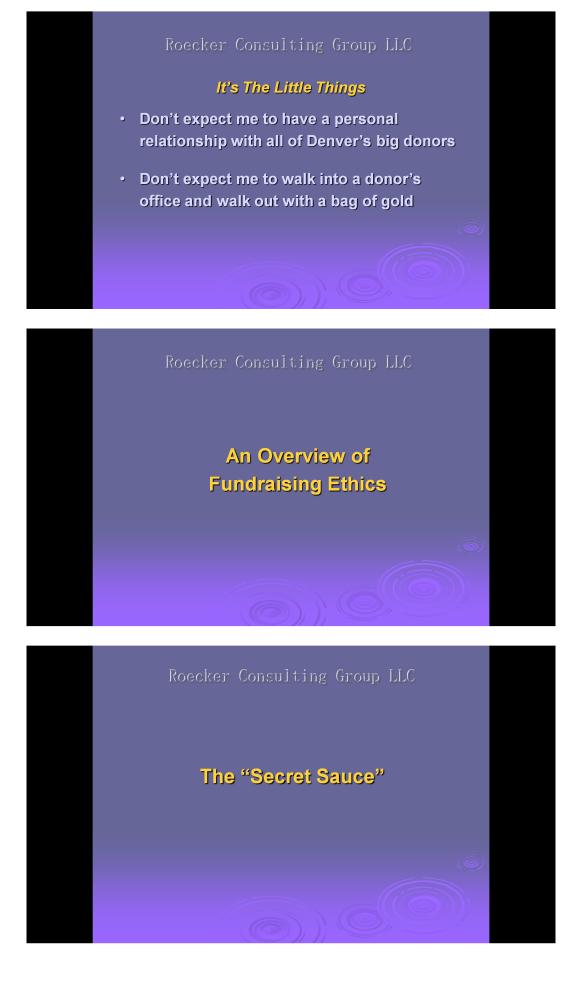
## It's The Little Things

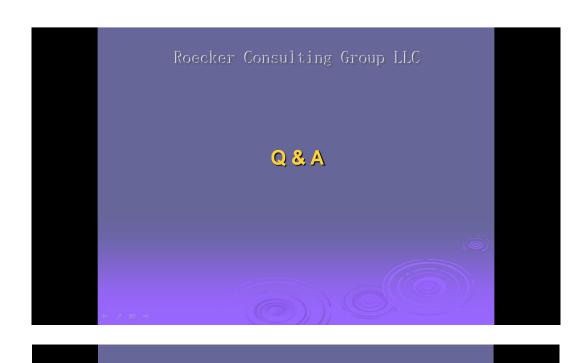
- I don't want to give you my address book
- I don't want to do your job for you
- I don't have endless \$ for you
- I don't want to be around you if you're sick

Roecker Consulting Group LLC

It's The Little Things

What Staff Members
Aren't Telling You
But Wish The Board
Would "Get"





Roecker Consulting Group LLC

**Contact Info** 

Ann Roecker, CFRE
President
303 322 3020
ann@roeckerconsulting.com
www.roeckerconsulting.com

Copyright 2015 Roacker Consulting Group, LLC