

# Major Gift Cultivation Event Template

Host: Mr. and Mrs. \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_

## Target Audience:

- Board member's prospective major gift donors.

## Goals and Objectives:

- Provide opportunity for Board members and Major Gift officers to invite prospective donors as a first step in cultivation towards solicitation.
- Provide brief event that is social, informative and inspirational to engage our Board members and cultivate new prospective donors simultaneously.
- Communicate key messages and priorities of the organization specifically highlighting growth initiatives and opportunities for investment.

## Strategies and Tactics:

- Event will have a presentation by Hospital CEO and Chief Medical Officer with a Q&A session.
- Event will be hosted and underwritten by the Gains at their home. Other Board members are encouraged to attend with Major Gift prospective donors.

## Planning Logistics:

- Mr. \_\_\_\_\_ was asked to host and underwrite the event by another volunteer.
- Mr. \_\_\_\_\_ will help select donors and other committee members to invite. Major Gift Development Officer (MGDO) and Event Planning Development Officer (EPDO) will work with Mr. \_\_\_\_\_ to develop invitation and he can choose to place personal phone calls as well.
- MGDO and EPDO will work with Mr. \_\_\_\_\_ to determine the level of logistical support he needs and assist with all or some of the arrangements.
- MGDO and EPDO will coordinate the program by confirming physician speakers, developing talking points and briefing all participants prior to event.
- MGDO and EPDO maintain an attendance list of all Board members and their prospective donors attending.
- MGDO will staff event.
- Mr. \_\_\_\_\_, MGDO, Hospital Staff and Board members in attendance will determine and initiate follow-up for all in attendance.

## Event Specifics:

- Mr. \_\_\_\_\_ has identified that cocktails and a buffet dinner is preferred. A tentative timeline is:

**6:30pm**      **Guest arrival and Cocktails**

**7:00pm**      **Presentation**

**7:30pm**      **Dinner**

**9:00pm**      **Event concludes**

- Guest count will be kept to **20 people** to create an intimate, but not intimidating environment. It will also allow for interaction between our volunteers, prospective donors and hospital representatives.
- Foundation President will introduce the host, Mr. \_\_\_\_\_, who will introduce the featured speakers, the Hospital CEO and Chief Medical Officer.