

A SERVICE OF MCDONALD SCHAEFER • MADISON & MILWAUKEE, WI

SmartRaise®

Major Gifts

For nonprofits that want more revenue.

5

STEP PROCESS, END TO END

100s

WI NONPROFITS GUIDED TO DATE

Hundreds
of Millions

RAISED THROUGH MAJOR GIFTS

THE OPPORTUNITY

Major gifts, *year-round*.
No building project required.

For years, McDonald Schaefer has helped nonprofits raise hundreds of millions of dollars through capital and endowment campaigns. At the heart of every successful campaign is major gifts fundraising — identifying donors, asking for transformational gifts, and stewarding their support.

Now we've taken that proven expertise and made it available to any nonprofit that wants more revenue — even when no building project or capital campaign is on the horizon.

"Beyond traditional, small-gift annual fund strategies to more ambitious, more impactful, larger gifts."

— THE SMARTRAISE® PREMISE

◆ 01

Year-Round Revenue

Nimble and flexible — no construction project or multi-year timeline required. Designed to fit the pace and priorities of your organization.

◆ 02

For All Nonprofits

Ready to move beyond small annual gifts toward larger gifts for programming, special projects, endowment growth, and operating support.

◆ 03

Structured & Guided

The same disciplined SmartRaise® methodology behind our highly successful capital and endowment campaigns — applied to your highest-potential donors.

THE SMARTRAISE® SERVICE SUITE

SmartRaise®

Feasibility Studies

SmartRaise®

Capital &
Endowment Campaigns

SmartRaise®

YOU ARE HERE

Major Gifts

SmartRaise® Major Gifts

THE METHODOLOGY • IDENTIFY → STEWARD

Five steps to *major gifts*.

Working alongside your leadership and development staff, McDonald Schaefer guides your team through a disciplined process of engagement, asking, and stewardship.

№ PHASE

01 Identify

Comprehensive review of your donor database evaluating Capacity, Connection, and Commitment — combined with proven wealth-screening tools to uncover your highest-potential major gift prospects.

02 Qualify

Personal outreach to confirm genuine interest and capacity before investing significant time and energy. Low-pressure conversations focused on relationship-building, not asking.

03 Engage

A sustained series of meaningful touchpoints — personal visits, tours, personalized updates — that build authentic relationships according to each donor's pace and preferences.

04 Ask

We help your team determine the right ask amount, the right messenger, and the right approach — then prepare them to make a confident, compelling ask that feels like a natural next step.

05 Steward

Meaningful impact reporting, thoughtful recognition, and a renewal strategy that transforms one-time major donors into lifelong partners — and, ultimately, legacy donors.

HOW WE HELP YOU INCREASE GIFT REVENUE

Hundreds of nonprofits guided. We know *what works*.

- ◆ Prospect research & wealth screening
- ◆ Staff & volunteer coaching
- ◆ Individual asking strategy
- ◆ Strategic prospect portfolio planning
- ◆ Visit preparation & debrief support
- ◆ Stewardship & renewal planning

Flexible engagement options to suit your fundraising goal, timeline and budget, starting at \$3,500 per month.

SMARTRAISE® MAJOR GIFTS

For increasing your gift revenue year-round, year after year.

McDonald Schaefer

MCDONALDSCHAEFER.COM

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