
Contents

Introduction	xv
1 Introduction to Major Gifts	1
2 Building a Major Gifts Program	23
3 Board Leadership	49
4 Making the Case for a Major Gift	71
5 Cultivation of Major Gift Prospects	93
6 Soliciting Major Gifts	119
7 Motivating Donors: Recognition and Stewardship	139
8 Special Opportunities in Major Gifts	165
Appendix	191
Index	207

