

# Keeping channels open: Adapting major donor fundraising to the new normal

Watch the webinar here: <https://youtu.be/aGPSZalaaak>



# Major donor fundraising in strange times



# Content

- Why MD fundraising is so critical
- Why it's demanding
- Recent trends – the effect
- The process and how it's changed
- Q & A



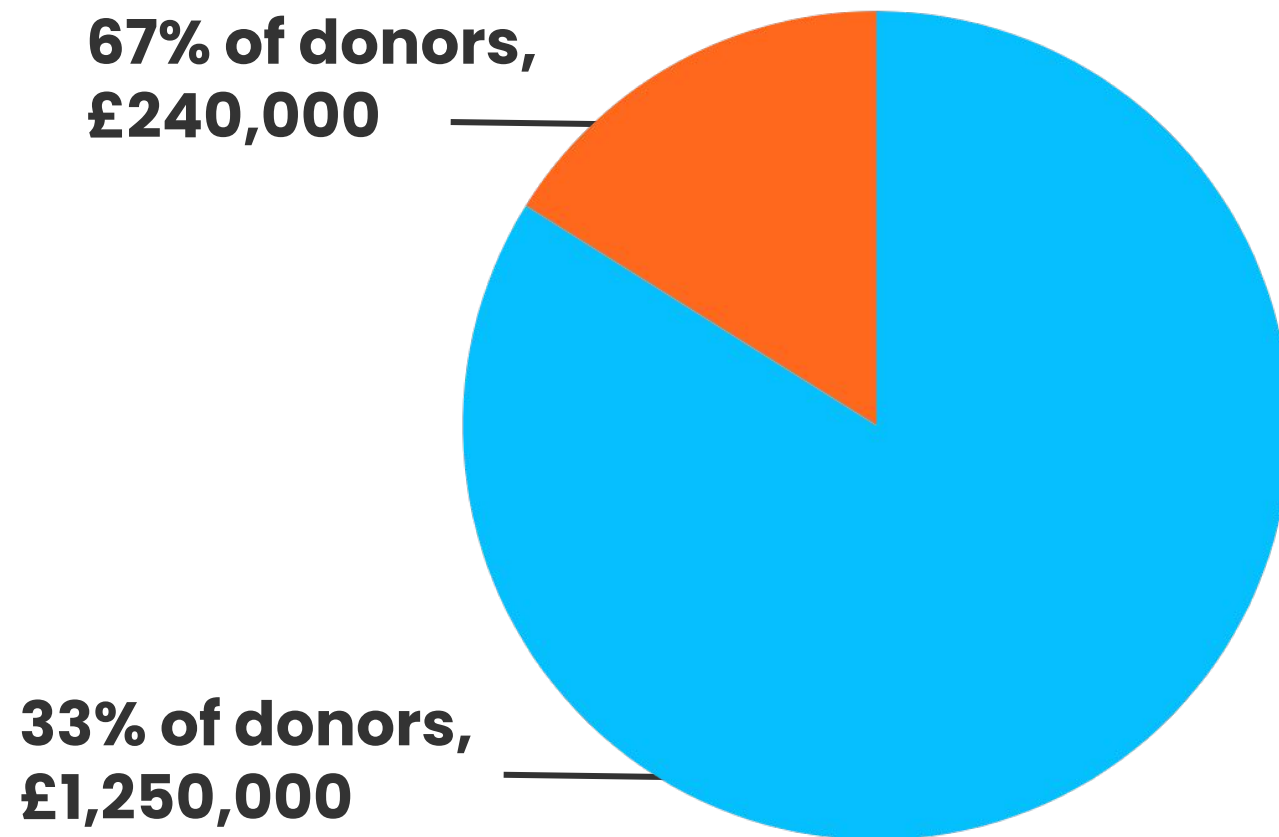
# Fundamentals

- Why major donor fundraising is so critical
- Why it's a special challenge





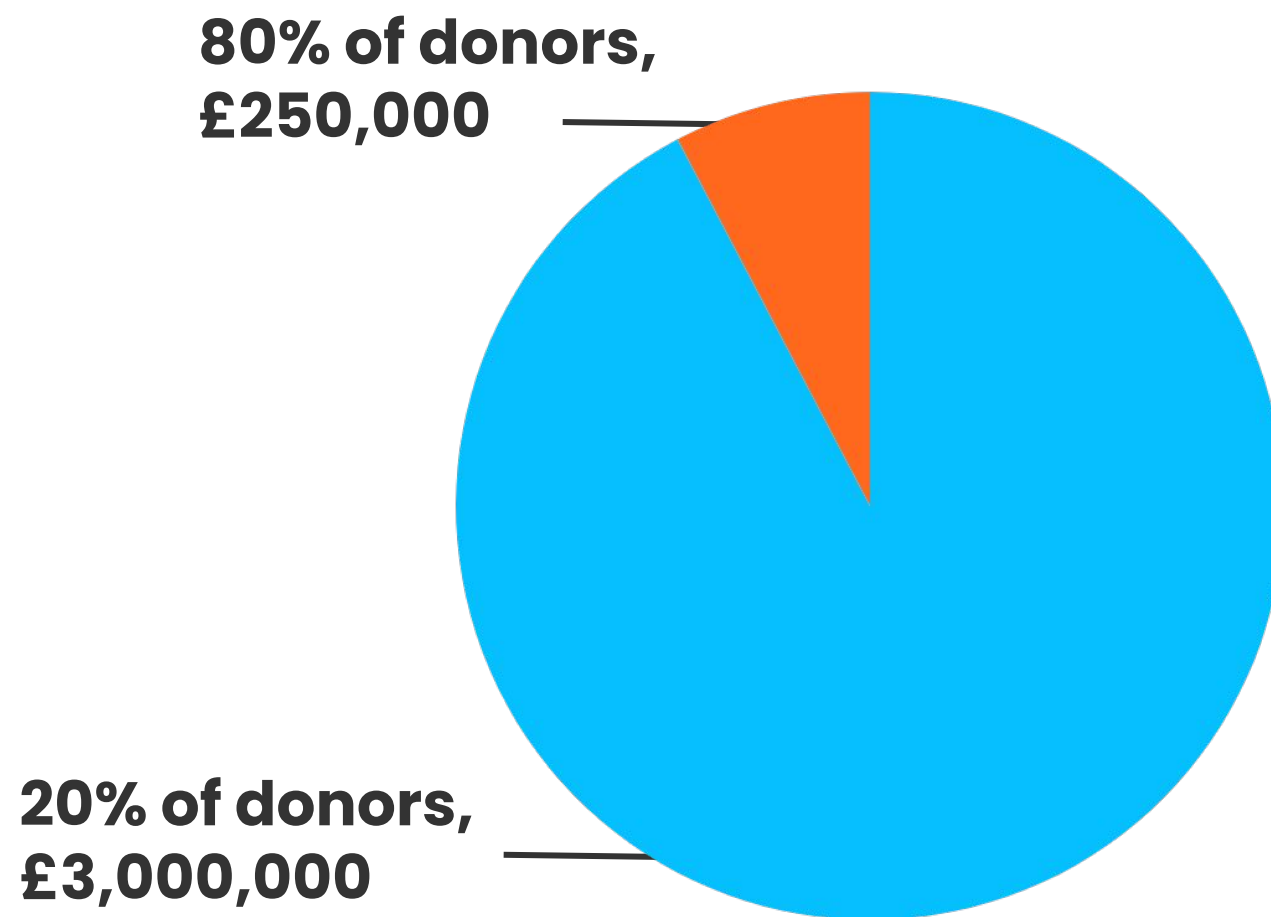
# A pre-pandemic example



**i.e. 83/33**



# A live example



**i.e. 90/10**





# Why it's such a challenge

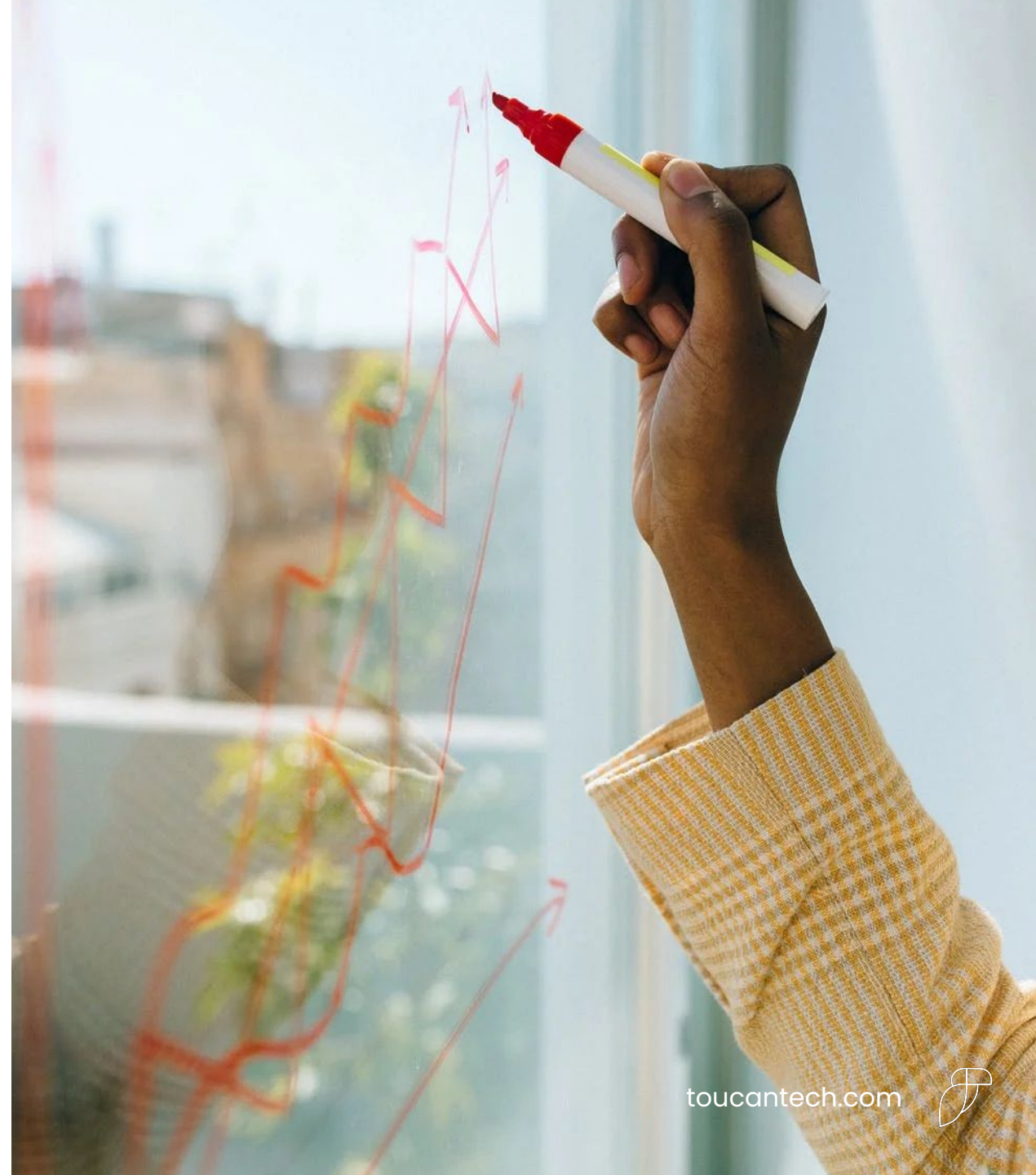
- ✓ Home team
- ✓ Robust and compelling case
- ✓ 121 = dynamic/unpredictable
- ✓ Access





# Recent trends

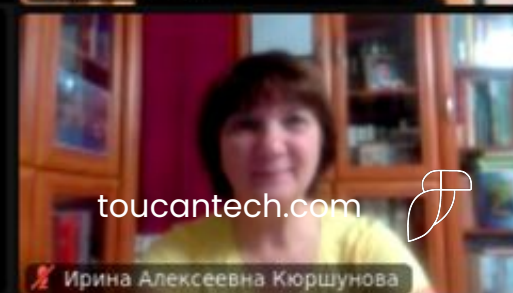
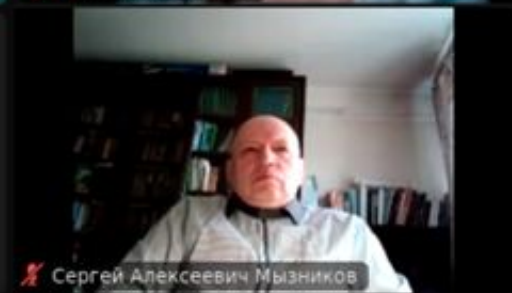
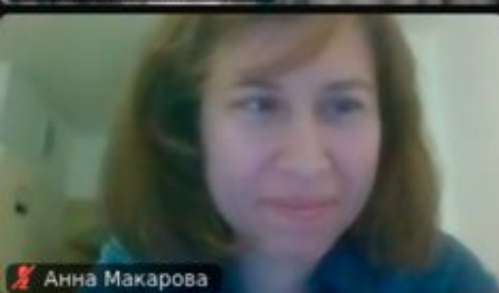
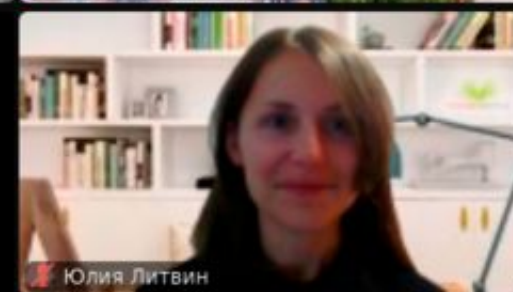
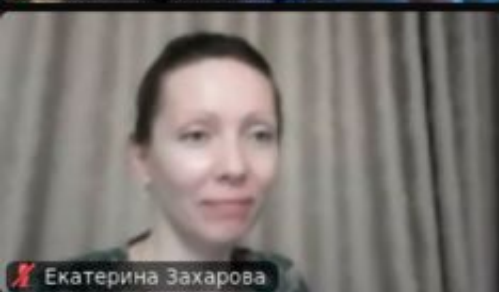
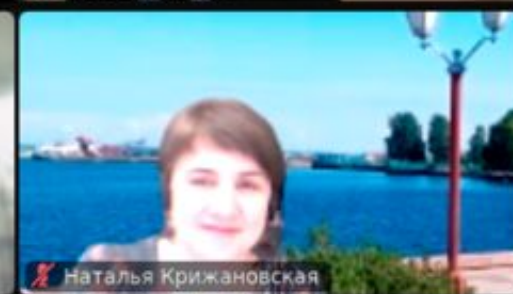
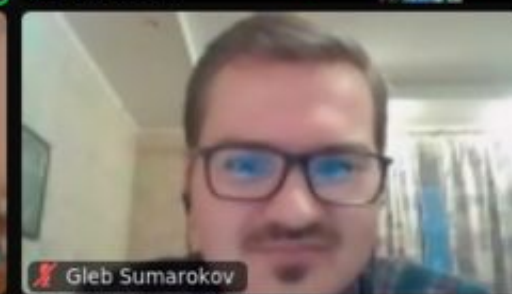
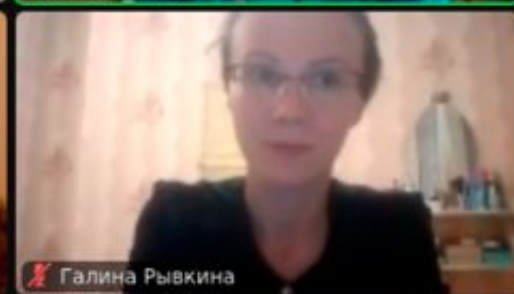
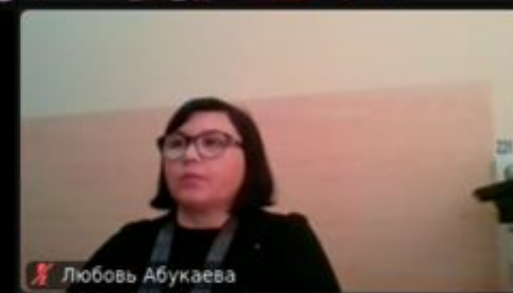
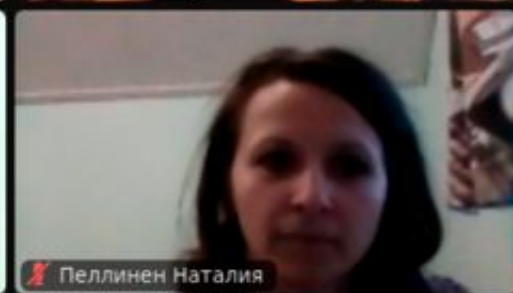
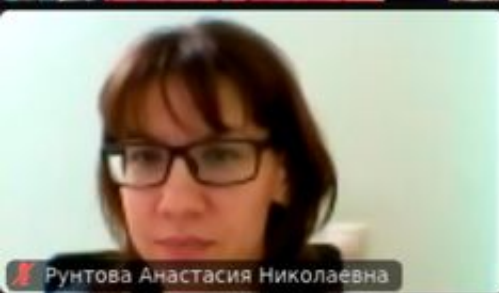
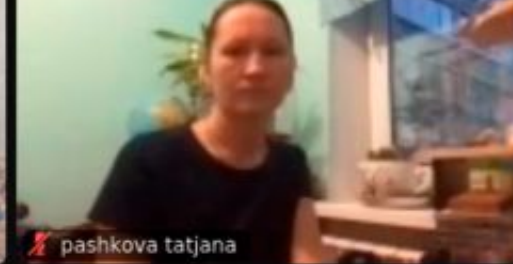
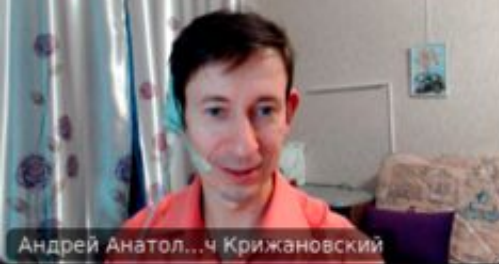
What's changed?



**MDPs  
have  
done  
OK**











**Tuned into  
big issues**



# The process

What to change?



# Case for support





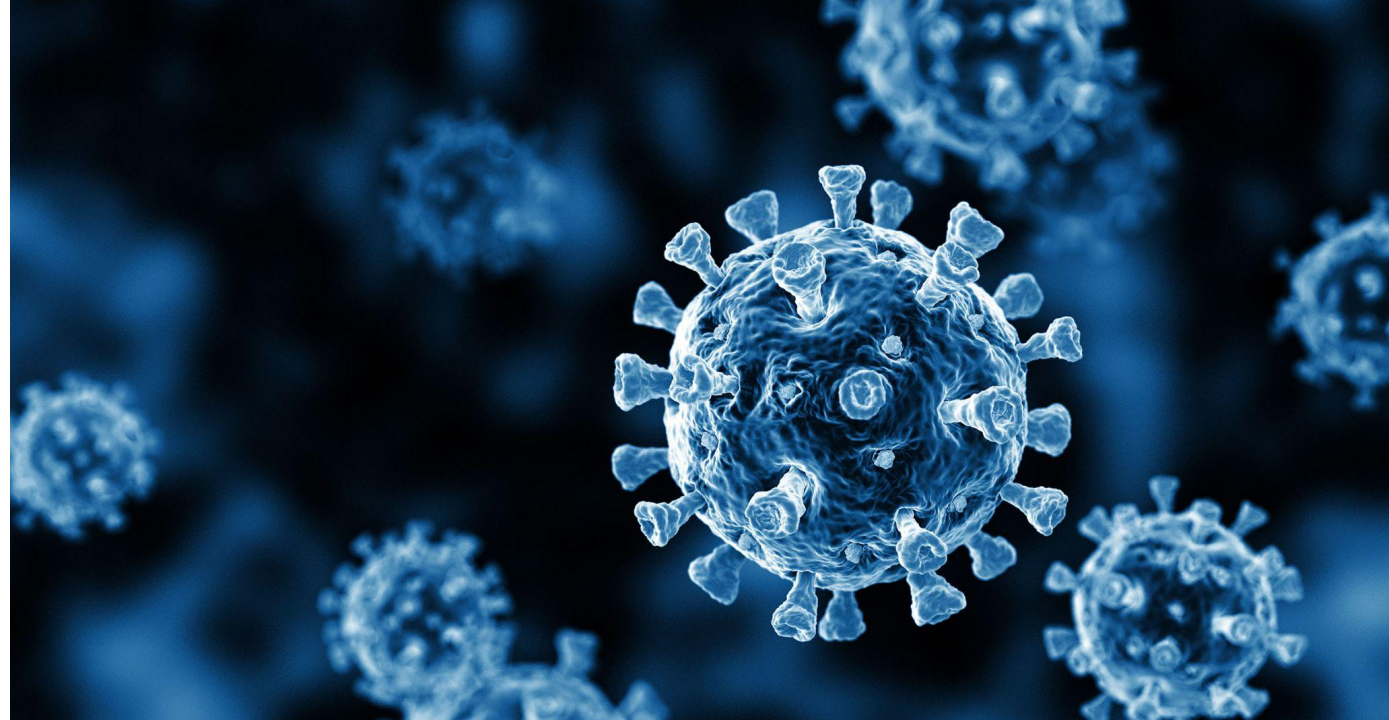


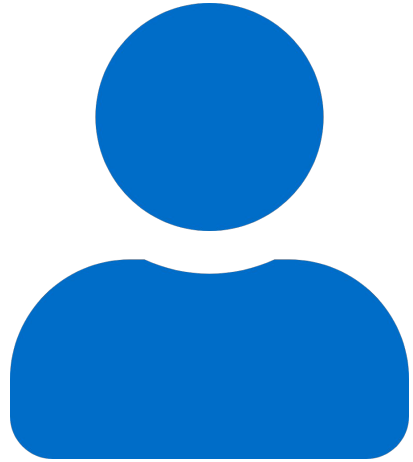
# Identification and research





# Harder than ever





**Intel from other staff**

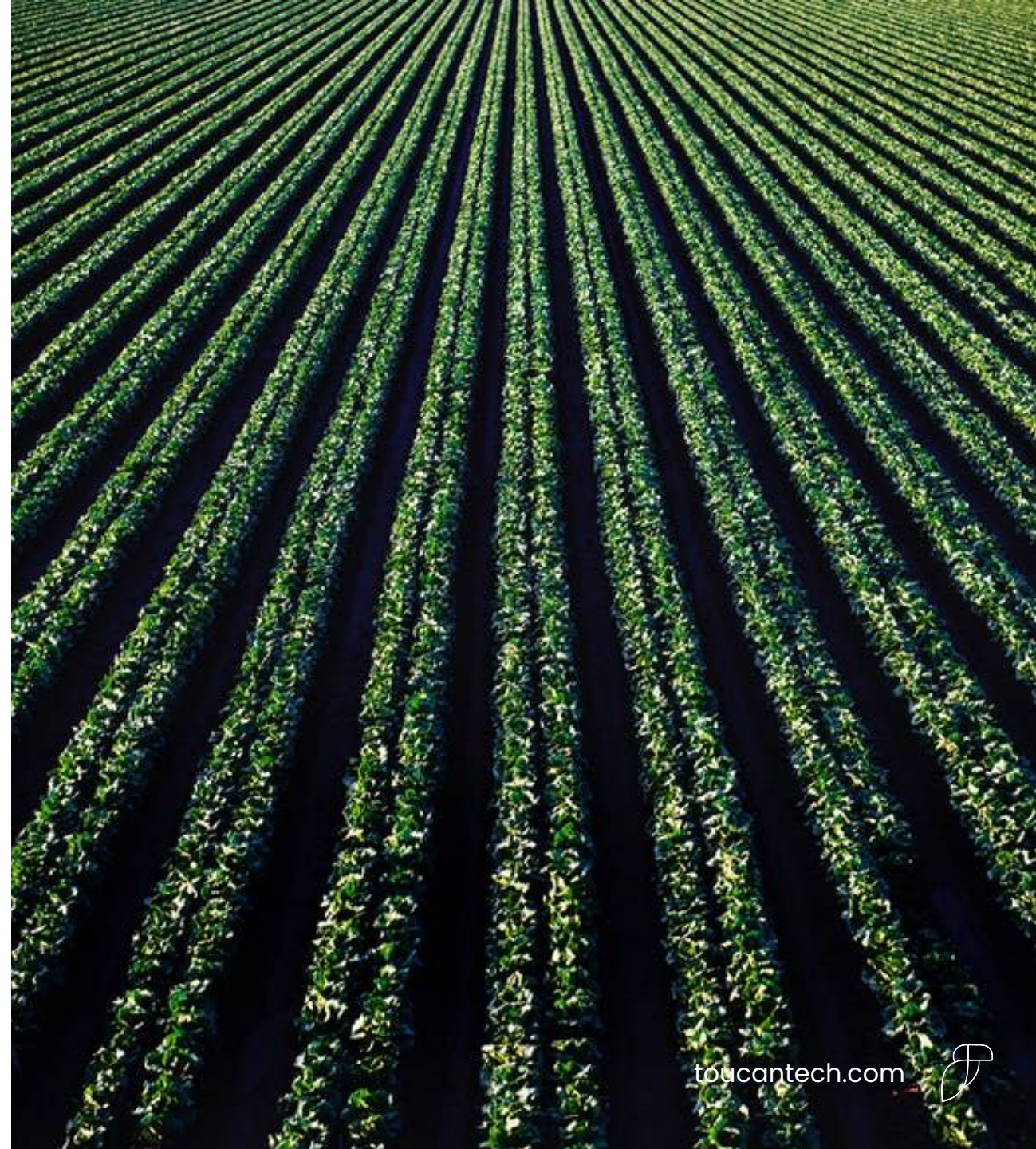


**Resource it**



# Cultivation

- Getting back to normal?
- Use the case-shaping stage
- Use your Head
- Zoom a new dimension – how to use it?





Headmaster **Peter Roberts** requests the pleasure of your company on Zoom for

## King's: enduring values

An update and presentation

7.00pm Hong Kong time  
Thursday 11th November 2021

Please RSVP to this email and a Zoom link will follow





# The fundamental rules still apply

- Don't be boring
- Encourage audience to contribute
- Listen
- Answer honestly
- Follow up

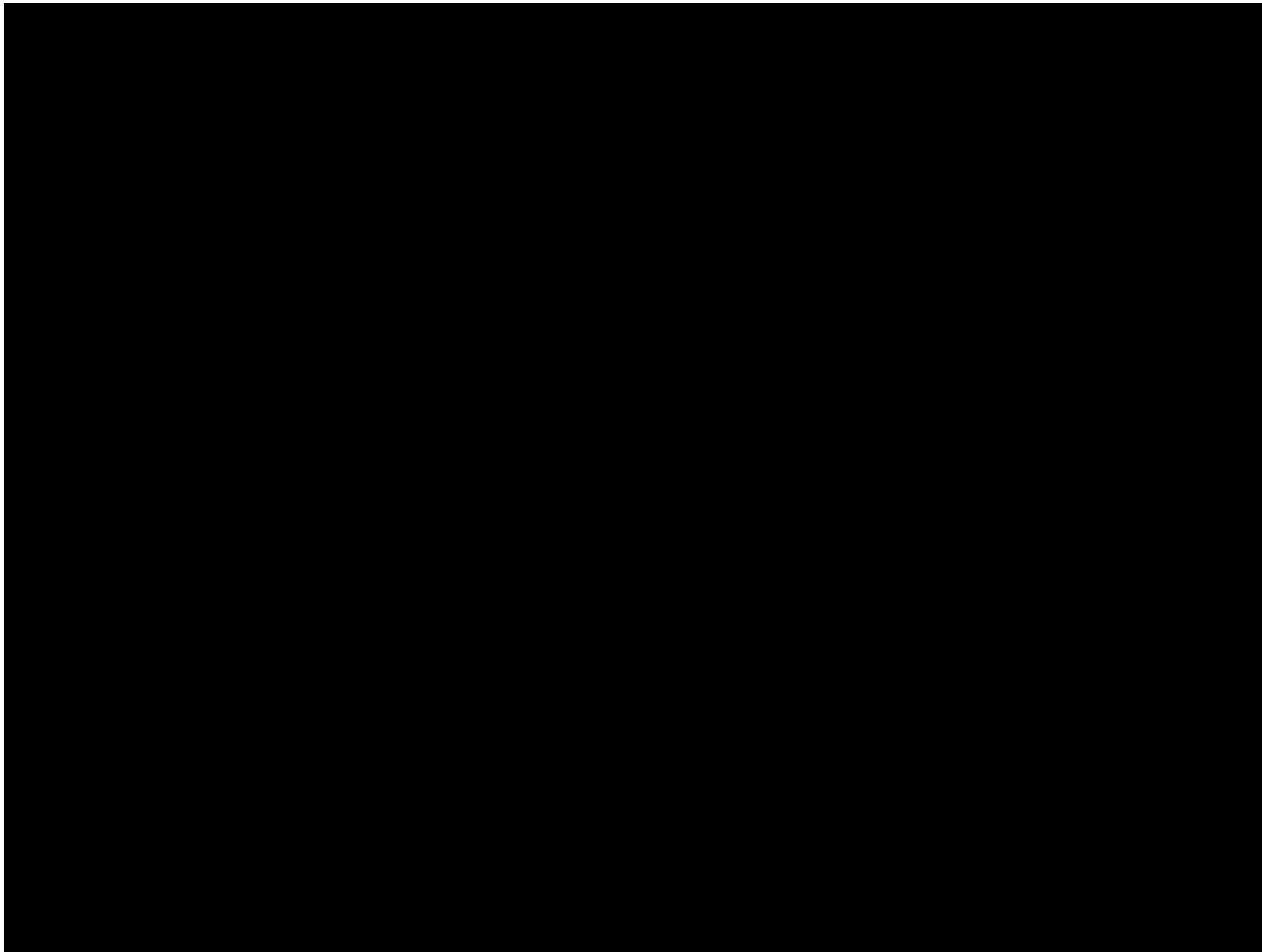


# Asking



# Stewardship







To: James Underhill

Dear James,

Thank you for sending the link to the clip. It is very exciting to see the progress of the building and I am looking forward to seeing the finished product.

I wish you a Merry Christmas and a prosperous 2022.

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On 17/12/2021 16:12, James Underhill wrote:

> Dear Jan,

>

> I thought you might enjoy this -

> <https://player.vimeo.com/video/656635421>

> <<https://player.vimeo.com/video/656635421>>

>

> One day next year, I promise you will get to see for real what King's

> has managed to create thanks to your superb support. Very much looking

> forward to that moment.

...

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> In the meantime, Happy Christmas to you!



# Some general rules: Be...

- Brief
- Punctual
- Tech-savvy
- Creative
- Inventive
- Human
- Bold





# Don't be...

- Boring
- In a vacuum (unaware of wider issues)
- Isolated within Development
- Bearish
- Constrained by old ways
- Timid



# Questions?



**James Underhill**

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[www.underhill-associates.co.uk/](http://www.underhill-associates.co.uk/)



The only community and fundraising software with a CRM, website and member portal/app.



**Any questions?**

Please contact Amy – [amy@toucantech.com](mailto:amy@toucantech.com)  
[www.toucantech.com](http://www.toucantech.com)

