

Warming the Cold Call

Many charities are, for the first time, making the transition to major gift fundraising. While they are to be applauded in their pursuit of long-term sustainability and strategic growth, the reality is that many organizations have far more "suspects" than truly qualified prospects. Identification calls are needed.

In "Warming the 'Cold' Call," John Greenhoe, CFRE, examines the process of opening the door for the first time. Using John's proven methods, participants will learn basic but effective methods for qualifying prospects for the purpose of major gift cultivation, solicitation and stewardship.

Target Audience

All experience levels will benefit from the presentation, but it is most ideally suited toward mid-level fundraising professionals (3-6 years) who are likely getting serious about pursuing major gifts for their organizations for the first time. Senior level (7-9 years) and advanced level (10+ years) fundraisers will also benefit because they will pick up tidbits that will be useful in training staff members in major gifts work.

About the Presenter

John Greenhoe, CFRE, has more than 20 years of experience in nonprofit leadership roles and has successfully conducted hundreds of identification calls with prospective major gift donors. As a major gift officer at Western Michigan University and previously with the American Red Cross, John has developed a unique understanding of the identification and qualification process from varied perspectives. John is a frequent speaker before national audiences on numerous philanthropic topics, with past credits including the AFP International Conference, Council for Advancement and Support of Education, Forum for Fundraising and Charity Channel

