



## Be Successful with Major Donor Fundraising

*"They have to Know you, Like you, Trust you."*

LOCKE STEP  
P A R T N E R S

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1. **Be Passionate.** Your conviction will inspire others.
2. **Be Knowledgeable.** You are the expert of your mission. Stay current on changes in your community and the nonprofit sector.
3. **Be Curious.** Seek a deeper understanding of your donor, your community and factors that impact your organization.
4. **Be Organized.** Take notes, log everything you know about a donor and every interaction, value good data, set reminders, and reprioritize often.
5. **Be Thoughtful.** Small gestures go a long way, e.g. notes, brownies.
6. **Be Trustworthy.** Keep donor confidences.
7. **Be Flexible.** Meetings change, life happens, donor priorities shift.
8. **Be Fearless.** Make the call, get off the bench!
9. **Be Humble.** Know when to call in an expert from your team.
10. **Be Genuine.** Above all, don't try to sell to a major donor.

*Raising more money for your mission, one step at a time.*