



Major Gifts Campaign Solicitor Binder

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Thank You.

We need your support more than ever, and you are the friends that make this campaign possible. We are living in an amazing time, and you are a key reason for the breathtaking success we witness every day. You believe in us. We translate that belief into real-life transformation in the lives of LGBT people and their families.

This year I am joined by Robert Holgate and Tamika Butler as the campaign co-chairs. They are shining examples of NCLR's commitment to hard work and lasting change. They join me, along with the rest of this stellar group of people, to help us raise \$2 million to keep NCLR on the cutting edge of the LGBT equality movement and bring a better life to individuals and families across the nation.

Robert Holgate is an interior designer based in the San Francisco area and has been a longtime supporter of NCLR along with his wonderful husband Alvin Baum. I am extremely thankful for Robert's leadership and commitment to NCLR.

Tamika Butler is the Director of Social Change Strategies at Liberty Hill and is based in Los Angeles. She joins us as not only a Major Gifts Campaign co-chair, but also as the co-chair of our Board of Directors. I am thankful for her many contributions and her unyielding support.

The success of this campaign will be due to friends like you who constantly give what they can in time, talent, and hard work. From the bottom of my heart, thank you again.

With Love,

A handwritten signature in black ink, appearing to read "Kate", is written over a light blue horizontal line.

Kate Kendell, Esq.
NCLR Executive Director

NCLR Major Gifts Campaign Fact Sheet

About NCLR

The National Center for Lesbian Rights (NCLR) is a national legal organization dedicated to achieving full civil and human rights for lesbian, gay, bisexual, and transgender (LGBT) people and their families through impact litigation, public policy work, direct legal services, and community and public education. NCLR also provides support and technical assistance to attorneys who represent LGBT clients and educates the legal profession, the LGBT community, and allied constituencies on issues affecting LGBT people. NCLR serves more than 5,000 lesbian, gay, bisexual, and transgender people and their families in all 50 states each year, including LGBT seniors, immigrants, athletes, and youth. Our impact litigation serves all LGBT people in the United States.

Objective

The objective of the Fall Major Gifts Campaign is to raise \$2 million in order to support the work and mission of the National Center for Lesbian Rights. We believe that this campaign is critical to the sustainability of our work and is another way that we enact a community focused approach into our overall success.

Gift Pyramid

To keep NCLR on the cutting edge of the LGBT equality movement, we must raise \$2 million from our strongest supporters by December 31st. We need 100 donors giving at the \$1,500 level, 50 contributing \$2,500 and 20 supporting NCLR with donations of \$5,000. We also see gifts of \$10,000 or more from supporters who can make that commitment. The gifts we need to reach our goal are outlined below.

Gift Range	# Gifts Required	Total
\$100,000+	3	\$900,000
\$50,000	5	\$250,000
\$25,000	7	\$175,000
\$15,000	10	\$150,000
\$10,000	15	\$150,000
\$5,000	20	\$100,000
\$2,500	50	\$125,000
\$1,500	100	\$150,000
Total	210	\$2,000,000

Structure

The Fall Major Gifts Campaign will be led by two National Co-Chairs, Regional Captains, and a diverse group of Solicitors. The Executive Director is the lead solicitor of gifts of \$5k and above. These efforts will also be heavily supported by NCLR, especially the Development department, and will be the primary focus of the Major Gifts Officer.

This year, we aim to expand the campaign as NCLR works to expand nationally. With this focus in mind, we would like to further empower our solicitors by establishing teams that correlate with the solicitor's region or places of substantial reach. The regional teams will also have Captains that will serve as representatives of each region. We believe that this could have a significant impact on the ways we relate to our prospects and existing donors, but will also alleviate any singular pressure for one solicitor to raise a specified amount. Best practices also point to strong evidence that "team-focused" fundraising yields significantly higher results.

Roles & Responsibilities

Co-Chairs: Major Gifts Campaign Co-Chairs commit to being the volunteer leaders of the campaign. They will support the Executive Director in recruiting and motivating solicitors and identifying prospects. They will steer the campaign and ensure that it is on track to meet the goal and will provide an added level of support for the overall team.

Captains: Major Gifts Campaign Captains commit to support a group of solicitors assigned to a specific region. The Captains will be the first point of contact for solicitors and will report to the Major Gifts Officer with any major issues. This role is being created to alleviate any stress and will typically be asked of a more seasoned solicitor to provide another layer of support. This person will also likely have particular knowledge of their region.

- Available for weekly check-ins with Major Gifts Officer
- Be willing to reach out to team members (as needed or requested)
- All duties listed below

Solicitors: Major Gifts Campaign Solicitors commit to working through the campaign (September through December) to help NCLR secure major gifts (\$1,500 or more) to reach an overall campaign goal. Solicitors accomplish this by:

- Attending the Major Donor Campaign Kickoff Brunch in San Francisco on Sunday, September 21st at the home of Beth Deeley & Moira Dawson (if possible).
- Attending one solicitor training session. Both new and seasoned solicitors find these sessions very helpful, and a chance to hear about our progress and our needs.
- Soliciting assigned prospects, which includes following up with a phone call, email, or, ideally, an in-person ask in order to secure gifts after individual proposals have been sent.
- Sending a short follow up "thank you" after your solicitation, regardless of whether your prospects are able to make gifts.
- Reporting detailed progress notes (forms provided) and reporting to your Captain, as well as NCLR staff, to update on your progress and any prospect information.
- Attending the Major Gifts Campaign Wrap-Up Happy Hour on December 2nd 6:00 pm to 8:00 pm at Slate Bar, 2925 16th Street, San Francisco (if possible).

Solicitation Pointers

Setting Up Meetings

- Major Gifts Campaign proposals will be mailed the week of September 22
- Within a week after that date, please email and/or call your prospects to set up a 20 or 30-minute meeting
 - Review scripts in training packet (keep in mind why you give to NCLR—don't be afraid to share your personal experience)
 - Review the donor's giving history
 - Use your solicitation checklist to take notes
 - Just in case they are ready to make a gift by phone, be prepared to give next steps
- Always have your talking points and/or the Sample Proposal handy
- You can never be too gracious and appreciative
- LISTEN. This is a key process for us to learn about our supporters and to ensure we are meeting their needs
- If the contact information is incorrect, please contact Ace Portis at aportis@nclrights.org or 415-365-1303
- After each call, document the outcome, keep detailed notes of the conversation, and make a note of any biographical information that could assist us in the future (ex: kid starting college, about to retire, relationship changes)

Sample Email Script

Dear _____,

My name is _____, and I am a Solicitor with NCLR's Major Gifts Campaign. I am contacting you to see if you have received our "Partners in Equality" proposal and to ask if you would like to meet to discuss making a gift today. It is because of supporters like you that NCLR continues to be on the cutting edge of the LGBT equality movement.

I know that you share my commitment to NCLR's mission of civil and human rights for all LGBT people. And it's because of your support that we are shaping the legal and political landscape on issues that affects us all. We must raise \$2 million from our strongest supporters by December 31st.

Please feel free to contact if you have any questions, and I look forward to speaking to you.

Thank you for your support!

PS: You can make your gift today at www.nclrights.org/partnersinequality

Sample Phone Script

Below is a sample phone script to give you an idea of what you might say to your prospects. A few things to think about in preparing for your calls:

- Review the 2014 Major Gifts Campaign proposal and be prepared to talk about the three areas highlighted in it.
- Think about what inspires you to be involved with NCLR yourself. Your personal story could be a great way to connect with the donor.
- Ask open ended questions to get to know the donor better.
- Don't worry if you don't know the answer to a specific question from the donor. You can always let them know that you'll find out and follow up.
- Relax and be yourself. You're giving them the opportunity to invest in literally changing the lives of LGBT people and their families. Who can say no to that?

If you reach voicemail:

Hi, my name is _____, and I am a Solicitor with NCLR's Major Gifts Campaign. I am contacting you to see if you have received our "Partners in Equality" proposal and to ask if you would like to talk. Please feel free to contact me at [Phone Number]. I look forward to speaking to you soon.

If someone answers:

Hi, my name is _____, and I am a Solicitor with NCLR's Major Gifts Campaign. I am contacting you to see if you have received our "Partners in Equality" proposal.

- Do you have a few minutes to talk?
- How did you get involved with NCLR? What drew you to the organization?
- Did anything in particular resonate with you in the proposal? [The proposal focuses on 3 topics of Youth, Immigration, Relationship Recognition]
- [Talk about your own reasons for giving to NCLR or what resonates for you.]

Make the Ask

- **Will you join me in making a gift of \$[Ask Amount]?**
- If the donor seems UNSURE: I understand that it can be a difficult decision. I just want to say that if you were to make a gift to NCLR—any size—you can have an impact right now. Would you consider renewing your last gift of \$[Last Gift Amount] to NCLR?
- If it works better for you, you could make the gift monthly. A \$1,500 Anniversary Circle gift breaks down to only \$125 per month.
- After you make the ask, PAUSE. Give them time to think and respond.

If they say YES: Thank you for your gift and your continued support of NCLR! Confirm the pledge amount, and reiterate the importance of the gift. "Your gift ensures that NCLR continues to fight for the rights of all LGBT people and families now and in the future."

If they say NO: Thank you so much for talking with me and for considering a gift to NCLR. I understand, but if you find yourself inclined in the future to make a gift to NCLR, please visit the website and you can make a gift there. (Unless they have said they cannot.)

Ways to Give to NCLR

Anniversary Circle

When you make a gift of \$1,500 or more, you become a member of NCLR's Anniversary Circle of major donors—an extraordinary group of leaders whose generous support is the cornerstone of funding for NCLR's critical work.

Anniversary Circle members receive exclusive benefits including two complimentary tickets to NCLR's Anniversary Dinner in May in San Francisco.

Give Monthly

If you pledge \$125 or more per month, you'll become a member of our Anniversary Circle.

Give Stock

If you own stock or mutual funds, it may be more tax-wise to contribute these shares rather than cash. Instructions for stock gifts are located at: <http://www.nclrights.org/contribute/gifts-of-stock/>

Ruth Ellis Women of Color Giving Circle

Join a new and developing cohort of supporters with demonstrated expertise in the LGBT issues that disproportionately affect women of color. Participate in public education, draft and place opinion pieces to diversify NCLR's media placements, and act as ambassadors for NCLR to broaden our reach.

For more information, contact Ace Portis, Major Gifts Officer at aportis@nclrights.org or (415) 365-1303.

Estate & Planned Giving – Join the Friebe Legacy Circle

Estate gifts—including wills, trusts, retirement plans, and insurance policies—are wonderful ways to ensure that NCLR's fight for LGBT civil rights can be carried on into the future.

When life-long lesbian activist Mary Kathryn Friebe died of cancer at the age of 81 in 2002, she continued her major donor-level commitment to NCLR by making a very generous bequest to our organization. In her memory, we established the Friebe Legacy Circle, designed to honor and recognize individuals who confirm their dedication to LGBT rights by including NCLR as a beneficiary of their wills, trusts, life income gifts, insurance policies, or retirement plans.

Frequently Asked Questions

1. Does NCLR just serve lesbians?

No. NCLR is fully committed to advancing the civil and human rights of all lesbian, gay, bisexual, and transgender people and their families.

2. Is my gift tax-deductible?

NCLR is a 501(c)(3) non-profit organization. Your contribution is tax-deductible to the extent allowed by law. Our federal tax identification number is 94-3086885.

3. What percentage of my gift goes to programs?

85% of your gift is spent directly on our legal programs and services.

4. Where do I send my check?

NCLR
870 Market Street, Suite 370
San Francisco, CA 94102

5. Can I give online?

Yes. Please give at www.nclrights.org/partnersinequality

6. Will I receive a receipt of my gift for tax purposes?

Yes. We do our best to acknowledge every gift in a timely manner. If you need a copy of your receipt for any gift you've made, please contact us at (415) 392-6257.

Donor Motivation Article

See more at: <http://www.philanthropy.iupui.edu/news/article/charitable-donors-give-more-when-asked-personally#sthash.OkulLloi.dpuf>

Charitable Donors Give More When Asked Personally

SEP 29, 2009

CHICAGO — Donors to charitable organizations give more when they are asked in person and when someone they know makes the request, a new study commissioned by Chicago-based consulting firm Campbell & Company and conducted by the Center on Philanthropy at Indiana University finds. The study, *Significant Gifts: Where Donors Direct Their Largest Gifts and Why*, which is based on a national sample of more than 8,300 donors, confirms what nonprofit organization fundraisers have often observed: people give to people, and especially to people they know. The study examined characteristics of and factors influencing a donor household's single largest gift.

Donors who were asked to give in person by someone they knew donated 19 percent more (\$987) to secular (non-religious) charities, when compared with telephone, mail or email requests from someone they knew (\$799). For religious organizations, when the donor was asked in person by someone he or she knew, the average donation was 42 percent higher (\$2,904) than when someone the donor knew made the request using a different tactic (\$1,698).

"Volunteers sometimes are reluctant to ask their own friends for donations, but this research confirms that donors are even more willing to give when someone they know asks them personally," said Edith H. Falk, chair and CEO of Campbell & Company. "By using the best practices of actively requesting support and involving volunteers the donors know, nonprofits can raise even more money."

Significant Gifts is believed to be the first nationally representative study of donors' largest gifts, helping nonprofits to better understand the factors that impact where donors choose to direct their most significant contributions.

"A typical household's largest gift constituted approximately 65 percent of the household's total giving in 2006," said Patrick M. Rooney, executive director of the Center on Philanthropy. "If nonprofits hope to receive donors' most significant gifts, they must build strong personal relationships, acknowledge gifts in accordance with the donor's wishes, and communicate in ways that build long-term donor loyalty."

The study also found a relationship between gift amounts and the level of recognition donors received. Although greater levels of recognition do not necessarily motivate donors to make larger gifts, donors who reported receiving substantial recognition for their contributions made larger gifts (\$1,132) than those receiving minimal (\$926) or moderate (\$851) recognition.

Additionally, donors who received token gifts as recognition had the second lowest average gift. "This finding is particularly interesting because it speaks to the way donors perceive the value of their giving," said Campbell & Company President Peter Fissinger. "With token recognition, donors may see their contributions as transactions, but donors who receive more personal recognition better understand how their gift impacts an organization's work. That moves them away from transactional giving to larger philanthropic contributions." Among other findings from the study:

- The average largest gift amount for donor households was \$1,098. Among all donors, 43 percent directed their largest contributions to religious organizations, and 57 percent to secular charities. Although a lower number of gifts went to religious organizations, a greater share of the total dollars from donors' largest gifts (79 percent) went to religious organizations, which includes donations to congregations for relief work and other community programs.
- For higher-income households (income of \$150,000 or more), the average largest gift of \$2,486 was more than twice the overall average. Among these higher-income donors, a greater share of the number of the largest gifts and of the dollar amount of these gifts went to educational, health, and arts and cultural organizations than was the case in the general population.
- Members of the general population were more likely to select providing for the basic needs of the very poor as their main motivation for giving than any other reason. Among higher-income households (those with incomes of \$150,000 or more), the most common motivation was the belief that those with more should help those with less.

This study used data collected from a nationally representative sample. Respondents participated through a web-facilitated survey that was fielded by Knowledge Networks in March 2007. Approximately 10,000 individuals responded to the survey, and more than 8,300 reported their largest gift.

Motivations	Percentage of Respondents
Basic needs	43.0
Poor help themselves	36.7
Make community better	36.7
Make world better	35.4
For equity (responsibility to help those with less)	27.9
Own decision about money	25.3
Services govt. can't/won't	23.4
Solve problems in world	17.5
Same opportunity	16.4
Support friends & family	13.8
Diversity	6.0
Ties across communities	4.6
Other	2.3

Source: Center on Philanthropy at Indiana University, using data from Knowledge Networks