

Keep The Miracles Coming

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Lessons Learned

Big Donors Love Big Visions!

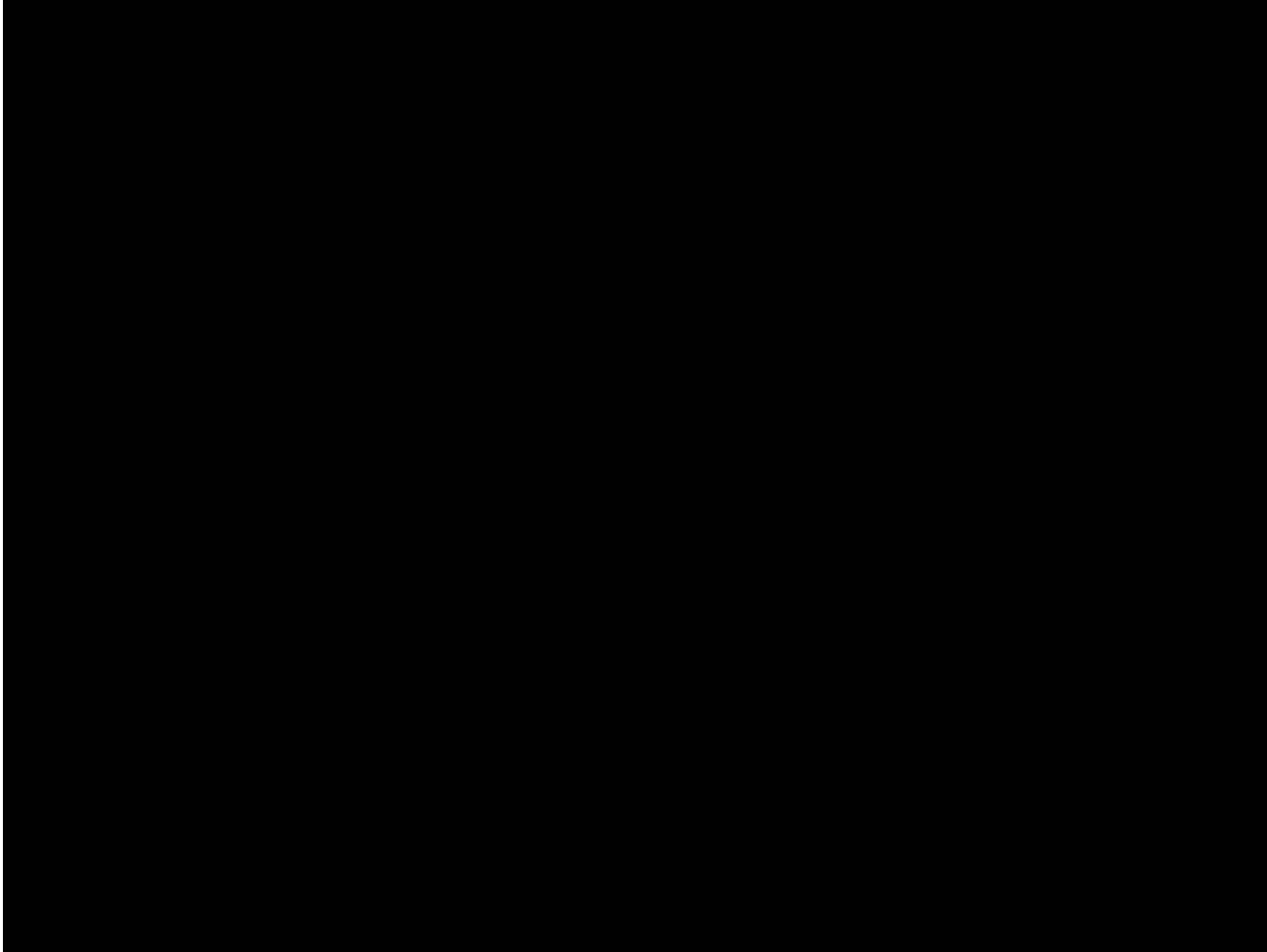
Create Energy & Momentum for Your Priorities

Stay Focused on Your Goal – the True North



Knight Cancer Institute
Oregon Health & Science University

On big gifts ...



Big Donors Love Big Dreams

A few tips for sharing a big dream:

- Back-up your vision by showcasing your institution's proven track record of success.
- Teamwork among top leadership, key faculty, development and marketing is critical.
- Inspire your council, board members, top donors to engage so deeply in your mission that they become your best ambassadors.



Create Energy and Momentum for Your Priorities

- Make others ambassadors (colleagues, faculty, donors)
- Create opportunities to engage others
examples: discovery lunches, stewardship, other campus events
- Build efficient systems to communicate progress, opportunities
examples: cultivation/stewardship days, maximize thank you letters



Keep Your Eye on the Goal

- Make sure key leaders, volunteers and staff are all on the same page regarding philanthropic priorities
- Visualize your goal
- Prioritize!
- Stay fluid and flexible through change

