

Welcome

Major Donors' Voices: Busting the Myths

With Davinia Batley and Louise Morris



Introductions



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Champion Fundraising



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Welcome from the Benefact Group

Our common purpose is to **give**
all available profits **to good**
causes



**Directory of Social Change's UK
Guides to Company Giving 2017-26.*



Major Donors' Voices

Busting the myths

**Louise Morris &
Davinia Batley**

**23rd June
Benefact Group**

The logo for Summit Fundraising, featuring the word "SUMMIT" in a bold, sans-serif font with a stylized mountain range graphic integrated into the letters "M" and "I". Below "SUMMIT" is the word "FUNDRAISING" in a smaller, bold, sans-serif font. The entire logo is contained within a white circle on a purple background.

SUMMIT
FUNDRAISING

The logo for Champion Fundraising, featuring the word "Champion" in a bold, sans-serif font with a stylized laurel wreath graphic integrated into the letter "C". Below "Champion" is the word "Fundraising" in a smaller, bold, sans-serif font. The entire logo is contained within a white rectangle on a purple background.

Champion
Fundraising

What comes to mind when you think of
“major donor fundraising”?

- 1. We're not cut out for major donor fundraising.**
- 2. Donors only give to known causes.**
- 3. Donors want swanky events.**
- 4. Donors give time or treasure, not both.**
- 5. Plans must be perfect.**
- 6. Donors find fundraising "icky".**
- 7. Donors give when the need is hard-hitting.**

1. We're not cut out for major donor fundraising.

- **Get to know your donor base.**
- **Your website is your window, reduce friction.**
- **Every programme starts with one major gift.**

2. Donors only give to known causes.

- **Lean into your strength.**
- **Understand local wealth.**
- **Don't assume based on their address.**

3. Donors want swanky events.

- How can you get peer to peer engagement?
- Ask your donors what they want.
- Keep it authentic.

4. Donors give time or treasure, not both.

- Don't decide for others.
- Give donors choice.
- Develop your culture away from “money-first”.

5. Plans must be perfect.

- **Bring them on the journey.**
- **Be transparent.**
- **Update and ask for feedback.**

6. Donors find fundraising “icky”.

- How involved are your donors in giving?
- Wealth research.
- They “get “ relationship management.

7. Donors give when the need is hard-hitting.

- How do we make it better?
- Include donors in your charity's progress.
- People invest in hope.

Give
them
hope

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Myth-busting actions:

- 1. Get to know who's in your circle – data, volunteers, trustees.**
- 2. Identify your strengths as a charity.**
- 3. Talk to your donors before planning an event.**
- 4. Offer someone the chance to get involved/give.**
- 5. Ask a donor for input on a work-in-progress.**
- 6. Discuss a donor's other causes and passions.**
- 7. Explore what makes you proud.**

Thank you! Continue the conversation...



Champion
Fundraising

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SUMMIT
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Q&A



And finally... 5 things to look forward to:

1

Fundraising Webinars in 2026 ...

2

Get together at a fundraising forum ...

3

Register interest in Founder Forums ...

4

Listen to our podcast series ...

5

Join our Facebook Group ...



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Thank you for listening



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For Impact Podcast – What is really behind
the resistance to paying Trustees?



The Benefact Group Charity Network