

# MAJOR GIFT OFFICER IMMERSION TRAINING

## WHAT MAKES THIS PROGRAM DIFFERENT

**This training is founded on the principal that Major Gift success is rooted in the Gift Officer's ability to empower qualified donors to align their personal missions with the mission of the charitable cause. In effect, the Major Gift Officer is assisting the donor to create meaning in his/her life through the gift. This of course, requires sophisticated relationship skills, high emotional intelligence, and a core of knowledge in philanthropy ethics and practices.**

The Objectives of the PLAN MGO Certificate Program are to provide practical training and a structured curriculum for knowledge acquisition and skill development in the following:

- I. Leadership in aligning the philanthropic mission of the institution with the mission of the donor through gifts that result in lasting donor commitment and engagement
- II. Best Practices in the core competencies, ethics, and standards for the profession of the Major Gift Officer in the current arena of development and philanthropy
- III. The “chemistry” of the philanthropy relationship—engaging with passion: why, when and how to inspire, motivate, and construct a major gift
- IV. Advanced strategies and techniques to enhance and manage challenging relationships with prospects, trustees, staff, and volunteers
- V. The art of agreement and the “ask”: gift structuring and closing
- VI. Long- term relationship management (not just stewardship) and long- term donor engagement
- VII. Applying Major Gift skills in the field, self- management, Benchmarking, and Promoting results