

Major and Advanced Gift Phase

Major and Advanced Gift Phase – Quiet Phase – Objective 75% of goal

- Request and secure commitments from Campaign leaders, parish staff
- Train volunteers to solicit (they pledge first)
- Make assignments to volunteers
- Send out letter to prospects about upcoming visit
- Solicit major gift prospects
 - Personal visits
 - Special meeting or event
- Conduct report meetings
- Monitor progress of solicitors
- Prepare schedule, training materials and prospect lists for next phase(s)
- Recruit Area Captains and volunteers for each area
- Prepare for Public Announcement of Results of Major and Advanced Gift Phase
- Record pledges, send out redemption mailers and thank you letters promptly.