

The MGA Learning Guide: The Economics of Major Gifts

Learning Goals	Topics Covered
The Important Role of Major Gifts in Your Fundraising Strategy	Major Gifts - A Central Net Revenue Driver
	How Major Gifts Relates to Other Fundraising Strategies
	The Four Major Gift Elements
	The Economics of Major Gift Fundraising
	Have a Bold Vision for Major Gifts
	Defining Programs in a Donor Centered Way
When to Add MGOs to Your Development Team	Calculating Number of MGOs You Can Add
Steps to Creating Your Major Gift Budget Forecast	Principles of Creating a MGO Qualified Caseload
	Revenue Expectations for an MGO
	How to Set an Economic Baseline
	Steps to Creating a Forecast for Each MGO
	Using Your MGO Forecast to Create Major Gifts Expense Budget
	Factors to Consider for your Major Gifts Expense Budget
Setting Expectations for Return on Investment	Understanding and Clarifying Your Own ROI
Key Performance Metrics and Reports	What and How to Measure in MGO Performance