

The MGA Learning Guide: Making Your Year-End Goals

Learning Goals	Topics Covered
The Basics of Major Gift Fundraising	The Pillars of a Major Gift Strategy
	Identifying Donor Passions and Interests
	Key Components of the Moves Management Cycle
	Why You Need Accountability
	Taking the Donor to the Scene
Creating a Plan for Every Donor	How to Make Your Goals by Year-End
	Why You Need a Plan and a Revenue Goal for Every Donor
	Identifying Transformational Opportunities
How to Effectively Plan for a Successful Year-End	Examples of what a strong year-end plan looks like and how to get there