

The Major Gift Fundraising Workbook

Introduction

Major gift fundraising continues to drive philanthropic revenue in the nonprofit sector, accounting for nearly 78% of dollars raised from just 3% of donors.* Yet, too often, we treat major gifts like high-stakes transactions rather than what they truly are: the outcome of deep, intentional, human-centered relationships.

Data tells us *what's* happening, but relationships explain *why*. Understanding both the data and the donor relationship is essential to success in major gifts fundraising.

This workbook is designed to help you elevate your major gift practice by aligning strategies with sincerity, results with relationships, and metrics with meaning.

Throughout these pages, you will:

- Find evidence-based strategies, practical tools, and relationship-centered approaches that drive both results and retention
- Explore portfolio management through donor storytelling and personalized stewardship
- Blend data and heart to fuel transformational giving
- Reflect on and practice good stewardship habits

Each section of this workbook is paired with reflective exercises to help you connect these principles to your daily practice. Whether you're refining a mature strategy or building a major gift program from the ground up, this guide will help you cultivate deeper connections, inspire greater generosity, and deliver lasting impact.

Let's not just raise money. Let's raise the standard for what's possible through authentic, data-informed, human-centered philanthropy.

**According to the Q4 2024 Fundraising Effectiveness Project data published by the Association of Fundraising Professionals in collaboration with the GivingTuesday Data Commons.*

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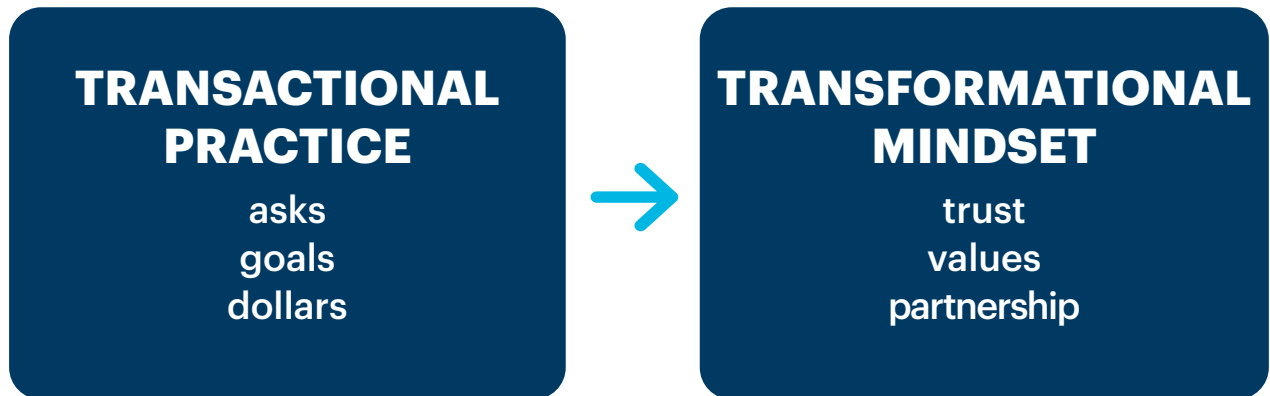
PART 1

Developing Major Gifts Strategy with Sincerity



The most successful major gift programs aren't fueled by pressure tactics, pitch decks, or perfectly crafted solicitations—they're powered by people. Behind every transformational gift is a relationship grounded in trust, shared values, and a deep sense of purpose. As a fundraiser, it is vital to step into a more sincere version of major gift fundraising—one that centers on authenticity, empathy, and the human experience.

The first step in **reframing the role** of a major gift officer is to make the intentional shift from a transactional closer to a relationship architect.



Transforming your major gift program will require more than a new mindset—you'll need a donor management system that can support the shift. To ensure your development team and board members are aligned, your software must be able to track trust-building initiatives and value-driven conversations. The right solution will help you align human-centered strategies with data-informed engagement and translate deep relationships into sustainable results.



REFRAMING YOUR ROLE IN MAJOR GIFTS

1. Raising money → Designing impactful relationships

This mindset reflects **purpose**. We're not just managing a donor portfolio—we're curating relationships built on shared vision, values, and trust.

Old mindset: *"My job is to raise as much money as possible."*

Reframed mindset: *"I get to co-create meaningful giving experiences that align donor passions with community impact."*

2. Traditional Moves Management → Modern donor journeys

When considering the **process**, think of yourself as an experience guide that fosters connection and belonging, not just a scheduler of meetings and asks.

Old mindset: *"I need to move this donor to the next stage of the pipeline."*

Reframed mindset: *"I need to understand this donor emotionally and intellectually, and design meaningful next steps accordingly."*



3. Pitching → Deep listening

Being a Relationship Architect means we don't build an offer—we build a relationship through **presence**. The gift is the result of that solid relationship.

Old mindset: *"I need to make the perfect ask."*

Reframed mindset: *"I need to be curious, ask thoughtful questions, and deeply listen to what matters most to this donor—and respond with sincerity."*

4. Donor relationships → Sincere partnerships

Remember, we're not simply asking for money; we're inviting someone to invest in something they believe in. It's co-creation through **partnership**, not manipulation.

Old mindset: *"Donors fund our work."*

Reframed mindset: *"Donors are partners in our mission. We lead impact together with our community."*



REFRAME YOUR ROLE:

Reintroduce yourself with this lens:

Instead of saying, "I'm a fundraiser," consider:

"I help people discover how they can make a meaningful difference through giving."

"I build partnerships that change lives through charitable giving."

"I'm a relationship architect in philanthropy, aligning donor values with impact opportunities."

Write your reframed introduction:

THE VALUES DRIVEN DONOR JOURNEY

In today's philanthropic landscape, donors aren't just looking to *give*—they're looking to *belong*. A values-based donor journey prioritizes human connection over transactions. Rather than focusing solely on the ask, we align every step of the donor experience with the organization's core values and the donor's personal values. It's about helping donors see themselves in the story of the mission—and feel proud to be part of it.

Value alignment is vital when working with major donors because it builds

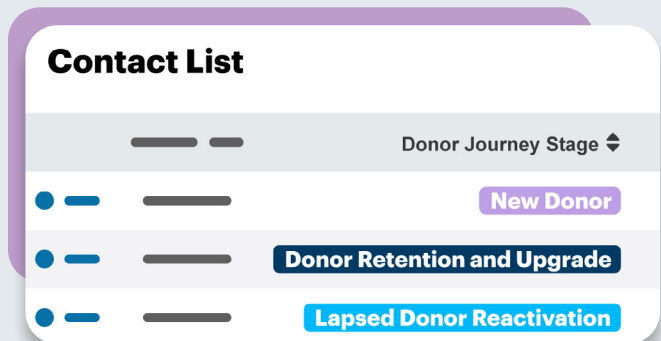
trust, deepens loyalty, and inspires generosity. When donors feel that their values match an organization's mission, they become partners to that mission, not just bystanders. These aligned partners are more likely to trust leadership and invest in the organization's success, emotionally and financially.

With donor management software that helps you track donor values over time and automate next steps, you can bring this mindset to life and map meaningful paths for every supporter, from prospect to major gift partnership.

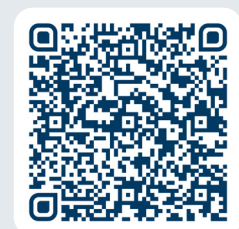
DONOR JOURNEYS

For example, DonorPerfect's Donor Journeys help you design and manage donor experiences across your portfolio:

- Track personal values and motivators
- Automate personalized next steps
- Align engagement with your mission's voice
- Visualize every donor's unique journey



Learn more about Donor Journeys and how to personalize them at donorperfect.com/donor-journeys



Key elements of a values-based donor journey

1. Discovery with intention

Start by listening. Be curious. Use conversations, surveys, and interactions to understand what your donors care about most. What drives them? What values do they live by?

2. Shared values alignment

Reflect on what was learned. Highlight how the mission, programs, and leadership embody the same values a donor holds dear—whether that’s equity, sustainability, compassion, innovation, or legacy.

3. Storytelling that resonates

Tell real, values-infused stories that move the heart. Use language that reflects shared principles and shows impact through the lens of those shared beliefs.

4. Personalized engagement

Create experiences that feel personal and purposeful. Whether it’s through events, handwritten notes, mission updates, or volunteer opportunities. Let each touchpoint affirm the donor’s role in advancing the values they believe in.

5. Meaningful stewardship

Go beyond thank-you letters. Report back with transparency and heart. Celebrate not just outcomes, but alignment: “Together, we upheld the value of dignity for every family served.”



The heart of it all: Authenticity

A values-based journey only works when it's real. Donors can spot insincerity from a mile away. So be honest. Be human. Be kind. Invite them into a relationship that's built on alignment between their values and your mission.

Your call to action

Design a donor experience around what truly matters—not just to the mission, but to the hearts of the people who believe in it. That's how we build not just a donor base, but a community of aligned, inspired, and committed champions.





REFLECTION WORKSHEET

Align your team:

How do we currently learn what matters most to our donors? Are we asking the right questions?

Can you share a story about a donor whose values became clear through your interactions?

What are some missed opportunities where we could've explored donor values more deeply?

Bonus question: If we had to create "value profiles" for 3 of our top donors, what might they look like?

SINCERITY AS A DONOR ENGAGEMENT STRATEGY

Sincerity is about being fully present, emotionally honest, and genuinely human in our engagement with donors. It shows up in the little things—and the big ones. When we lead with sincerity, we're not just asking for support; we're offering a genuine connection to something meaningful.

It's a thank-you call that feels like a warm hug, not a script.

It's an update that shares real impact, not polished perfection.

It's telling the truth about challenges and inviting donors into the solution.

When we're sincere, donors feel seen. Not as dollar signs or ATMs, but as partners. As people.



Why sincerity works

Sincere communication is disarming and makes way for strong, trusting relationships. It humanizes an organization and invites donors into a partnership, not a sales funnel.

Sincerity deepens emotional connection, boosts retention, and inspires generosity. People don't give their best gifts because they were asked perfectly. They give because they trust you and believe in the mission you represent.

Practicing sincerity in your engagement strategy

1. Ditch the scripts. Keep the heart.

Talking points are fine, but trust yourself to speak from the heart. Let your gratitude and curiosity show.

2. Don't just say thank you. Mean it.

Add a personal detail. A reference to their impact. A note on how it felt to receive their gift.

3. Be real in your storytelling.

Share the messy moments. The hard work. The emotion. Donors connect with honesty far more than polish. Of course, stories must be ethically and respectfully sourced, developed, and shared.

4. Ask questions. Then listen.

True sincerity means creating space for the donor's voice—their stories, motivations, and values.

5. Reflect their values to them.

Show them that their giving isn't just appreciated—it's aligned with something meaningful. Something shared.

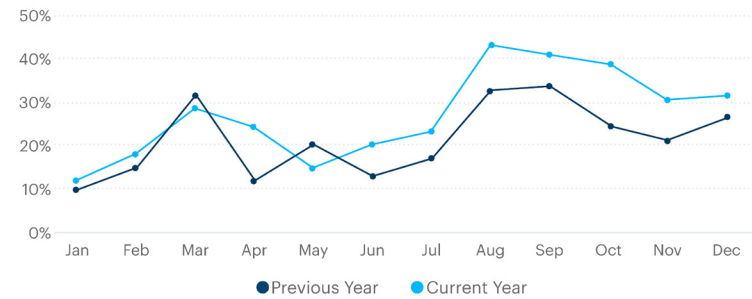
STORYTELLING

It takes time to create an impactful narrative. DonorPerfect includes nonprofit storytelling tools to keep you on track and lighten the load, from giving reports you can customize and filter to a fundraising AI bot that can help with the writing process.

Learn more about sharing impact at donorperfect.com/storytelling

Growth in Giving

Past Year Retained from the Prior Year



Final thought: Sincerity isn't soft—it's strategic.

It's what makes a mission more than a cause. It makes it relational. And relationships—authentic, values-based, and deeply human—are what drive transformational giving.

When we lead with sincerity, we don't just raise more money. We raise trust. Loyalty. Joy. Connection.

And that's the kind of abundance our sector needs.





REFLECTION CHECKLIST

Reflect on sincerity in donor engagement:

Revisit this monthly or quarterly to reflect and recalibrate.

I speak with donors, not at them.

I avoid jargon and overly polished language in favor of honest, human conversation.

I share updates that include not only wins but also challenges and lessons learned.

I take time to get to know each donor's values, motivations, and personal story.

I reflect the donor's values back to them in meaningful ways (e.g., in impact reports, events, or notes).

I follow up without always making an ask—sometimes just to check in or say hello.

I show how a gift made a difference—not just that we're grateful it was given.

I celebrate the donor's impact in creative and authentic ways (handwritten notes, personal calls, surprise mission moments, etc.).

I made a donor feel truly seen, heard, or valued this week.

Reflection: What's one thing I'll do differently next time to build more trust?

Major Gifts Results Through Relationships



Major gift fundraising isn't just about asking for money. It's about building something real. When we take a human-centered approach, we shift the focus from transactions to transformation, both for the donor and the mission. We recognize that people give not just because of what we do, but because of the impact we can make together with our community.

A conscious shift to a human-centered approach can be achieved by:

1. Starting with genuine curiosity

Human-centered fundraising means getting to know the person behind the gift. Ask thoughtful, open-ended questions. Listen deeply. What inspires them? What change do they want to see? When we seek to understand before being understood, relationships take root.

2. Building trust before expecting investment

Trust is the bridge between relationships and results. It's built over time through follow-through, transparency, and sincerity. When donors know they can count on us, they begin to see themselves not just as supporters, but as partners in impact.

3. Personalizing with care and intention

Share the messy moments. The hard work. The emotion. Donors connect with honesty far more than polish. Of course, stories must be ethically and respectfully sourced, developed, and shared.

4. Focusing on shared success, not just fundraising goals

A donor isn't funding a mission. They're co-authoring the impact story. Celebrate what's being achieved together. Reflect on the outcomes their generosity makes possible, and connect the dots between their values and the results they help create.

5. Staying rooted in authentic partnership

At its best, major donor engagement feels like collaboration, not persuasion. Human-centered fundraising doesn't mean "pitching" a donor; we invite them into meaningful work. Relationships thrive when donors are seen, heard, and valued.

When fundraisers prioritize people over process, and connection over conversion, the true magic of this work can be seen: lasting results born from lasting relationships.

DONORSEARCH

Prospect research helps fundraisers gain the confidence to have authentic, genuine conversations with high-impact donors. With an integrated tool that combs through public donor records to uncover hidden insights, you can reveal information about major givers' wealth, education, property, religious and political affiliations, and more.

For example, DonorPerfect partners with DonorSearch to provide intuitive reports highlighting which high-value donors and prospects are ready to engage.

Learn more about this integration at donorperfect.com/donorsearch

Samuel Goldenberg 

Quality Score 

18.6

Major Gift Likelihood 

300

Annual Gift Likelihood 

284

KNOWING VERSUS UNDERSTANDING DONORS

In fundraising, it's easy to gather data, but data alone doesn't build relationships.

We might know our donors:

- Age
- Zip code
- Education
- Career path
- Giving history
- Marital status
- Family members
- Capacity and wealth indicators
- Property values

And yes, this information is helpful. But it only scratches the surface.

Knowing = Insight.

Understanding = Connection.

If we want to cultivate meaningful, lasting partnerships—the kind that lead to transformational giving—we have to go deeper. We have to move from *knowing* about our donors to truly *understanding* them.

To understand our donors means we:

- Know what they care about and why
- Recognize the life experiences that shaped their generosity
- Honor their values, motivations, and hopes for the future
- Build trust that allows them to be vulnerable, curious, and engaged
- See them as partners in purpose, not just funders of programs

Donor relationships aren't built on spreadsheets. They're built through empathy, authenticity, and active listening. When we understand our donors, we're not just sending updates or invitations. We're co-creating impact. We're inviting them into a story that's bigger than a gift. It's a shared purpose.

And here's the powerful truth: Our donors want to be known and understood. They want to feel like more than a name in a CRM or a dot on a wealth screening report. They want to feel seen, valued, and included in something meaningful.

So yes, collecting the data is crucial, but don't stop there. Take time to learn the story behind the stats, because that's where the real connection—and the most generous giving—begins.



MAJOR DONOR STEWARDSHIP THAT STRENGTHENS BONDS

When done well, stewardship becomes the heartbeat of a strong major donor relationship, turning appreciation into connection and connection into continued generosity. In other words, it's not just about acknowledging a gift. It's about honoring the giver.



REFLECTION CHECKLIST

Major donor stewardship:

Create a communication piece to be sent to a recent major donor. Include each of these elements:

1. **Personalization** - Generic doesn't feel genuine.

Use the donor's preferred name and communication style

Reference something personal: a story they shared, a recent milestone, or an interest

Send handwritten notes or personal emails, not just templated thank-yous

2. **Impact** - Show them the lives changed, the hope restored, the ripple effect of their generosity.

Share specific outcomes and results that their gift made possible

Highlight human stories — real people, real change

Use visuals (photos, video, infographics) when possible

3. **Invitation** - Offer an experience to bring them closer to the mission.

Reach out at least once quarterly with a non-ask touchpoint

Invite them to behind-the-scenes events, calls, or mission experiences

Share insider updates before they're made public

4. Reflection - Connect their giving back to their identity, purpose, and legacy.

Reaffirm how their gift aligns with their values and philanthropic goals

Connect their giving to their legacy or long-term vision

Offer gratitude not just for the gift, but for their belief in your mission

Bonus ideas:

Celebrate donor birthdays, anniversaries, or other milestones

Send surprise appreciation (flowers, books, small mementos) when appropriate

Capture stewardship actions in DonorPerfect to ensure team continuity

Remember: Be consistent, not performative.

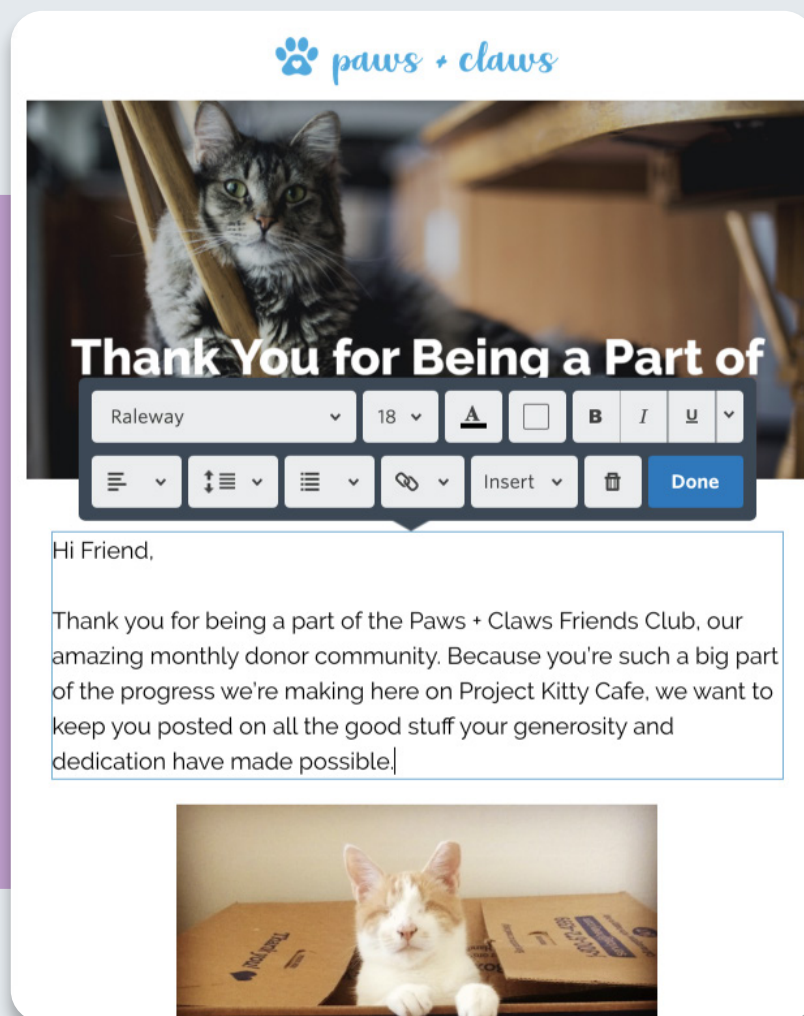
Stewardship is a long game. A beautifully designed thank-you followed by silence sends the wrong message. Show up with sincerity, time after time, and let them know their partnership matters, whether they're giving or not.

When major donors feel deeply known, genuinely appreciated, and emotionally connected to the work, they don't just give again. They give more, advocate more, and stay longer. That's the power of stewardship that strengthens bonds.

CONSTANT CONTACT

All of the valuable information you've collected about your authentic connections can be put to meaningful use with an engagement platform that syncs with your internal records.

[DonorPerfect partners with Constant Contact](#) to provide an integrated email and text marketing platform that instantly populates your communications with crucial donor data, helping your organization build relationships based on trust.



Learn more about mastering email marketing with Constant Contact and DonorPerfect at donorperfect.com/constantcontact

Aligning Metrics with Meaning



In donor development, what we measure signals what we value.

When our metrics focus solely on dollars raised or the number of asks made, we risk reducing our work and our donors to transactions. But fundraising is not just a numbers game. It's a relationship-driven, meaning-rich endeavor. One that deserves metrics as human-centered as the work itself.

Meaningful metrics go beyond revenue. They reflect connection, trust, and shared purpose. They help us understand not just how much was given, but *why* it was given, *how the donor felt* during the process, and *what that means* for the relationship long-term.

REDEFINING SUCCESS IN DONOR DEVELOPMENT

To truly align metrics with meaning, we need to measure what cultivates generosity, not just what collects it. That means tracking indicators like:

- Donor retention rates, because loyalty speaks volumes
- Time spent in meaningful conversations, not just touches, but trust-building
- Growth in average gift size over time—a signal of deepening engagement
- Donor satisfaction and sense of impact, through feedback, surveys, or conversations
- Number of invitations extended and accepted to connect (not just solicit) because relationships thrive on inclusion, not just appeals
- Number of warm referrals and introductions to others

Making metrics human-centered

What if we viewed data as a tool for empathy rather than evaluation? What if our dashboards told the story of how we're growing generosity, strengthening bonds, and honoring donor values?

Imagine a development team where success looks like:

"We had 12 meaningful conversations this month that helped us understand what matters most to our donors."

"We deepened our relationship with a longtime supporter by aligning our messaging with their values."

"We're seeing more donors shift from transactional giving to transformational investing."

"Ten donors trusted us enough to make warm introductions to others within their circle of influence this month."

"Unrestricted giving has increased by 40% this year, because our donors trust we'll direct funds to the greatest need."

PORTFOLIO MANAGEMENT WITH A HUMAN-CENTERED APPROACH

Behind every name in a fundraiser's portfolio is a real person, with a story, a set of values, lived experiences, and a desire to make a difference.

A human-centered approach to portfolio management means we don't just manage donors, we nurture relationships. We move beyond formulas and Moves Management checklists to create intentional, personalized, and trust-based engagement.

We stop asking "How do I move this donor through the pipeline?" and instead ask, "How can I better understand and support this donor's journey of generosity?"



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Demographic Info

Income Bracket: 300-400k

Net Worth: 1.2M

Home Owner: Yes

Home Value Range: 450-500k

Heritage: French

Religion: Christian

Business: Jones Consulting

Born: 1968

PERSONAS

Having trouble envisioning the real person behind the donor record? There's a fundraising tool for that! Try developing donor personas, or fictional profiles of your ideal constituents based on real data. DonorPerfect has free resources to help!

Get your guide to developing donor personas at donorperfect.com/personas





What human-centered portfolio management looks like:

- **Curiosity over cadence** - Instead of rigid touchpoints, we lead with genuine curiosity, asking questions, listening deeply, and adapting based on what matters most to the donor.
- **Alignment over activity** - Every outreach aligns with the donor's passions, timing, and preferences, and adds value. It's not just our calendar or quarterly goals.
- **Presence over pressure** - We show up fully for our donors, without the constant push to "make the ask." We focus on building trust, not just progressing to a solicitation.
- **Focus over volume** - It's not about how many names are in a portfolio. It's about how well the fundraiser understands the people in it. Quality trumps quantity every time. Consider reassigning donors who don't respond to outreach to an automated workflow with fewer personal check-ins, versus constantly pursuing them.



REFLECTION CHECKLIST

Human-centered donor portfolio management:

Mindset & Approach

- I view each donor as a person, not just a prospect.
- I prioritize connection and curiosity over pressure and performance.
- I tailor my approach based on the donor's values, interests, and communication style.
- I embrace flexibility rather than sticking rigidly to a timeline or script.

Listening & Understanding

- I actively listen to donors and make space for their stories, hopes, and motivations.
- I take notes on each donor's personal values, interests, and giving motivations.
- I seek to understand the donor's "why" before focusing on the "what" or "how much."

Engagement & Relationship Building

- I create meaningful engagement opportunities beyond solicitation.
- I check in with donors even when I'm not asking for a gift.
- I acknowledge milestones (birthdays, anniversaries, giving anniversaries, etc.).
- I ensure each touchpoint is personal, relevant, and timely.

Metrics that Reflect Meaning

I track meaningful conversations and engagement quality, not just quantity.

I monitor donor retention and satisfaction as key success indicators.

I measure relationship depth—not just gift size or ask frequency.

Focus & Portfolio Management

I maintain a manageable portfolio that allows for deep relationships.

I regularly review and adjust my portfolio to reflect donor readiness and alignment.

I prioritize time with donors who show signs of deep connection or growing engagement.

Reflection & Growth

I pause regularly to reflect: Am I serving this donor well?

I seek feedback from donors when appropriate to improve their experience.

I stay open to learning, growing, and shifting my approach as needed.

METRICS THAT MATTER: QUALITATIVE & QUANTITATIVE MEASUREMENT

A human-centered portfolio isn't just more meaningful. It's more effective. Donors give more, stay longer, and feel more connected when they're treated as partners, not prospects.

Consider tracking:

- The depth of relationships, not just the depth of pockets
- Meaningful engagements, not just total outreach attempts
- Donor satisfaction and values alignment, not just conversion rates

A human-centered approach to major donor engagement blends both quantitative (measurable, numerical) and qualitative (descriptive, experiential) metrics to evaluate how well we're building trust, aligning with donor values, and fostering meaningful relationships, not just securing gifts.

Comparing quantitative and qualitative metrics:

Tip: Blend these quantitative and qualitative metrics into your strategy. When we pair quantitative metrics with qualitative insight, we create a full picture of donor engagement.

This balance helps:

- Spot at-risk relationships early
- Focus time where it matters most
- Create intentional, human-centric plans
- Build a sustainable major gifts program rooted in trust

Category	Quantitative metrics	Qualitative metrics	Blend of qualitative and quantitative
Definition 	Numerical, countable, and trackable data points in a fundraising program that indicate what's happening in concrete terms.	Non-numerical indicators that capture the “why” of giving based on the quality of a donor’s connection to the fundraiser and the mission.	Commitment to the mission demonstrated by the years of loyal giving and/or volunteerism.
Function 	Show what’s happening through concrete outcomes and actions.	Explain why things are happening by assessing motivations and context.	Calculation of lifetime giving and sharing the donor’s estimated impact.
Value 	Essential for tracking activity, outcomes, and progress over time.	Brings empathy and insight to strategy; informs how to deepen relationships.	Expresses gratitude and meaningful impact to the donor.
Results these metrics would yield 	<ul style="list-style-type: none"> • Number of meaningful contacts per donor (calls, meetings, handwritten notes, etc.) • Time spent in one-on-one conversations • Event participation or response rates • Donor retention rate year-over-year or campaign-to-campaign • Growth in average gift size (signaling deepening commitment) • Number of highly engaged donors in the portfolio • Downgrades and upgrades in giving levels based on donor alignment and satisfaction 	<ul style="list-style-type: none"> • Understanding donor motivations and habits • Connecting personal stories and values to impact reports • Proactive communication and emotional engagement from donors • Increased trust and transparency • Donor feedback includes phrases like “I trust you” and “You really understand why I give.” • Indicated interest in long-term alignment due to shared values 	<ul style="list-style-type: none"> • Strengthens trust and increasing gift values • Deepens relationship and donor retention • Attract new donors through warm introductions • Inspires continued generosity • Planned giving opportunity • Generational giving possibilities through family engagement



REFLECTION WORKSHEET

Major donor metrics reflection:

Use this tool to regularly reflect on both the quantitative and qualitative aspects of your major donor portfolio.

Quantitative metrics:

1. How many donors have I actively engaged with in the last 30/60/90 days?

2. What is the average gift size in my portfolio? Is it increasing, decreasing, or stable?

3. What is the current retention rate for my portfolio?

4. How many meaningful touchpoints (calls, emails, visits, handwritten notes) have I logged this quarter?

5. How many donors have clear next steps scheduled?

6. Are there any segments of my portfolio that need more attention or requalification?

Qualitative metrics:

Which donor relationships feel the strongest and why?

8. Have I gained new insight into any donor's values, motivations, or giving preferences?

9. What moments of emotional connection or trust have I noticed in recent conversations?

10. Are there any donors I feel disconnected from? Why might that be?

11. Have I tailored my communication style and touchpoints to match donor preferences?

12. What feedback (verbal or nonverbal) have I received from donors about their experience with our organization?

The bottom line: Results through relationships

When we align our metrics with meaning, we reinforce the truth that fundraising is fundamentally about people. Relationships, not just results, drive generosity. And when we measure what truly matters, we don't just raise money. We raise impact, trust, and belonging.

Conclusion

Major gifts are not just about big checks, they're about big trust. They come from meaningful, authentic relationships built over time with care, curiosity, and a shared vision. When we center those relationships, we not only raise more money, but we deepen impact and build communities of lasting support.

Through human-centered strategy, meaningful metrics, and sincere relationships, we have the power to elevate philanthropy and transform lives, including our own. The future of major gifts is personal, powerful, and profoundly relational.

ABOUT THE AUTHOR

Tammy Zonker is the Founder and President of Fundraising Transformed, President of the Modern Institute for Charitable Giving, and host of The Intentional Fundraiser Podcast.

With a career spanning nearly 30 years, Tammy Zonker has established herself as an author, major gifts strategist, and fundraising expert. Her credentials include being an Association of Fundraising Professionals (AFP) Certified Facilitator and an international speaker, having presented in Australia, Ireland, Canada, and the Netherlands.

She has led and trained thousands of nonprofit social service organizations, private schools, colleges, and universities, and healthcare organizations to collectively raise nearly a billion dollars, including a single gift of \$27.1M.

Tammy was Dean of the Institute for Charitable Giving for six years before



acquiring it in 2025 and rebranding it as the Modern Institute for Charitable Giving with a refreshed curriculum. She also serves as a Senior Advisor at Capital Campaign Pro. The AFP Greater Detroit Chapter honored her with the 2024 Dr. John S. Lore Award for Outstanding Fundraising Executive of the Year. She also serves on the Fundraising. AI Global Advisory Council and Forbes Nonprofit Advisory Council.

Learn more about Tammy and her work at www.linkedin.com/in/tammyzonker/

ABOUT DONORPERFECT

[DonorPerfect Fundraising Software](#) offers tools, features, and best practices that empower fundraisers to gain and retain donors, simplify their daily workflows, and grow the community that champions their cause. DonorPerfect helps organizations easily adopt today's most powerful fundraising strategies, from intelligent dashboards that turn data into insights to comprehensive donor profiles primed for segmentation.

Supporting over 75,000 nonprofit professionals in raising more than \$100 billion, our fundraising success platform provides innovative and affordable solutions for today's ever-changing fundraising landscape. Join our community of changemakers today visit donorperfect.com/demos.

DonorPerfect is your partner in major gifts. Talk to us about how to level up your fundraising.

