



Planning and Implementing Your Major Gifts Campaign

Suzanne Irwin-Wells

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Planning and Implementing Your Major Gifts Campaign is part of the *Excellence in Fund Raising* workbook series. This much-needed guide is designed to help fund raisers demystify the process of major gifts fund raising and conduct a major gifts campaign that will get results. Using an accessible workbook format, Suzanne Irwin-Wells, a well-respected fund raising expert, shows step by step how to identify prospects, select and train volunteers, increase the confidence of solicitors, and plan and implement an effective major gifts campaign. The book is filled with helpful worksheets, checklists, and real-life examples.

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