

NO NETWORK?

NO PROBLEM

Holly Christie, Head of Partnerships & Philanthropy

SOS Children's Villages UK

Who is this session for?

1. Small teams
2. No existing major donor programme
3. Limited team, budget or networks
4. Fundraisers juggling multiple income streams

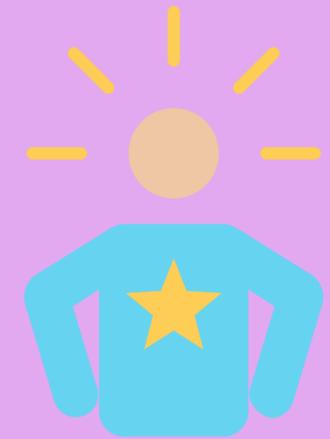
What we'll cover



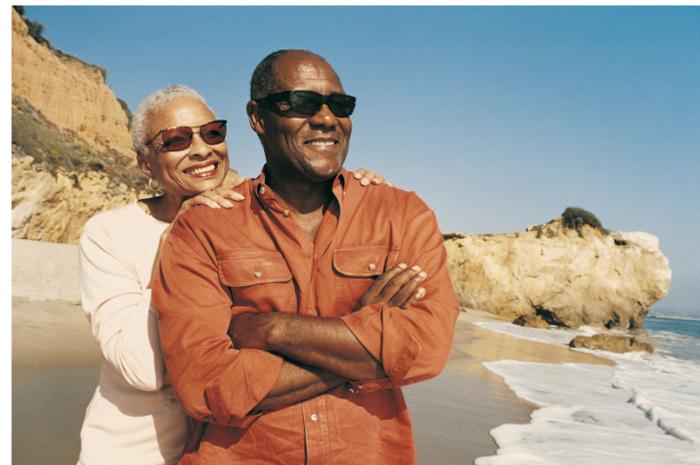
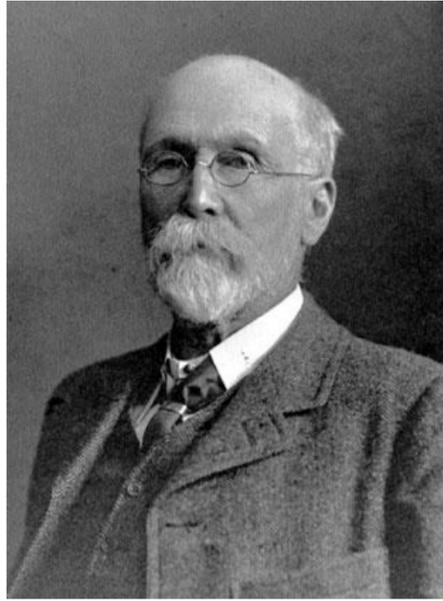
↓
A clear, step-by-step way to start



↓
How to identify and prioritise prospects



↓
Confidence to begin and permission to start small



Step 1: Define “major donor”

1. Choose a threshold that fits your organisation
2. For us: £5,000+ in a one-year period in the last three financial years
3. Major donor = 1:1 relationships, bespoke comms, often restricted funding at first

Step 2:

Check who you already have

Check your database.

Look for cumulative annual giving.

Review regular giving products.

Identify lapsed donors with previous larger gifts.

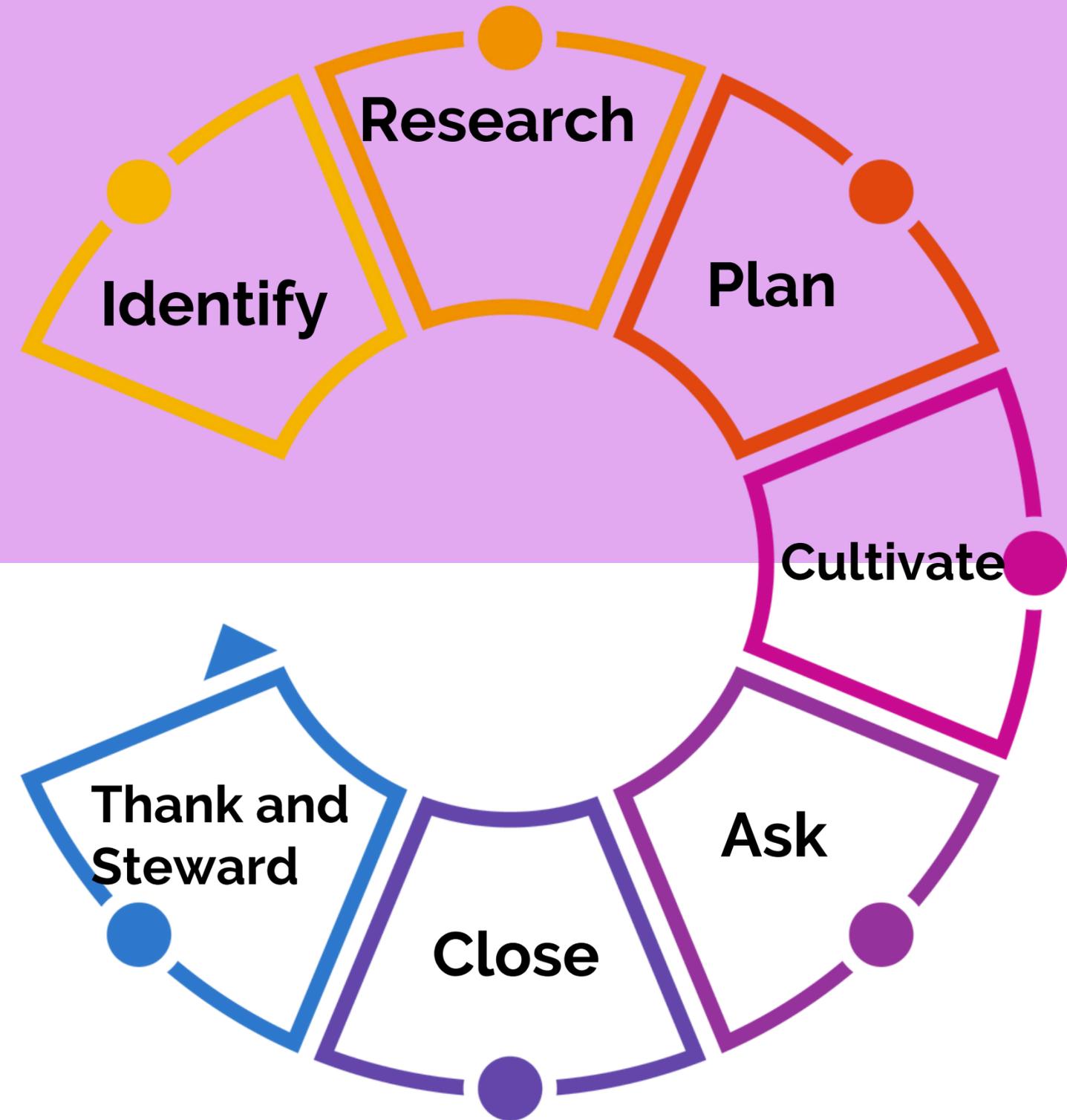
Step 3: Be realistic about capacity

We started with **1 day a week**

Increased gradually as the programme grew

Now a **full-time** major donor role

Step 4: Use what already exists



The classic seven-step solicitation cycle

Adapt existing campaigns

Personal

Donor-led cultivation

Permission to start small

Three conversations = a programme

£5,000 - meaningful

Progress ≠ perfection

Consistency builds momentum

Existing Supporters

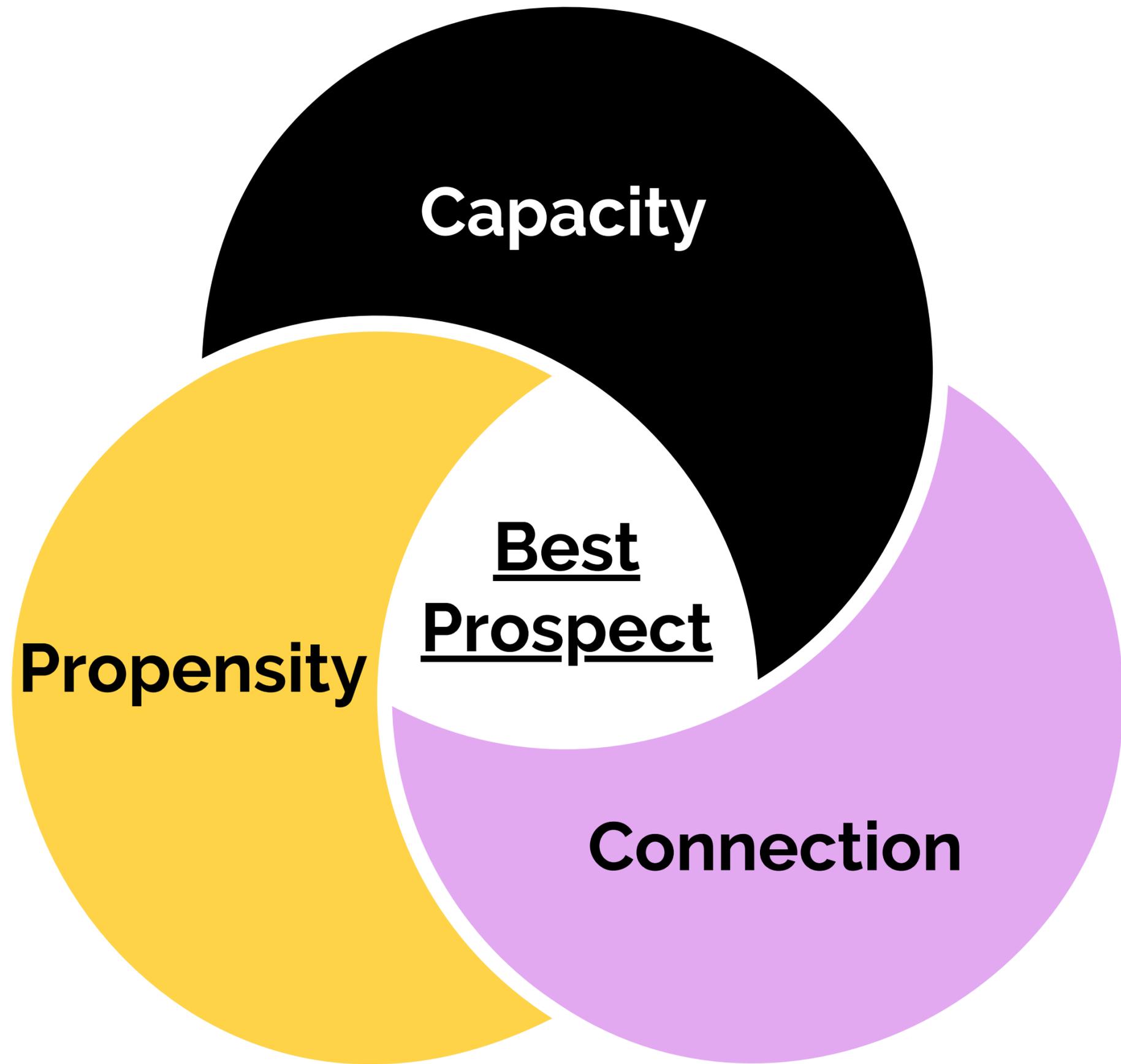
Internal Prospects

Networks

Philanthropy Ecosystem

Cold!

**Where do
prospects
come
from?**



**What
makes the
best
prospect?**



Begin with a human conversation

“

Motivation: What first motivated you to support our work?

Interests: Which parts of our work matter most to you?

Preferences: How do you prefer to hear from us or stay updated?

Involvement: Events? Future involvement?

Feedback: Any questions or feedback?

Start Small. Stay Consistent.

You don't need:

 A pre-built
wealthy network

 A big team

 Perfect systems

You need:

 Clarity

 Consistency

 Curiosity

01

**Identify your
first 3-5
prospects**

**Have one values-
led conversation**

02

03

**Start simple
tracking**

**Your
next
three
steps**

Thank You!

**Let's keep the conversation
going...**



Holly.Christie@sosuk.org

Book time with me

