

Susan Williams

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Fundamentals of Individual Giving

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Recruiting and engaging
with potential donors

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SOLUTIONS



MAKE-A-WISH
Make-A-Wish Foundation of Canada
1000 Oak Street, Toronto, ON M5G 1W9
1-800-368-8888 www.makeawish.ca

Dear Friend,

There is absolutely nothing worse than watching your three-year-old child die.

And there is nothing better than stealing her back from heaven.

My daughter Carlie came back from certain death thanks to people like you.

I hope you'll give me one minute of your time because I'm not a fundraiser, I'm a parent. And when I tell you my story I think you'll realize that you can make miracles happen...

My daughter Carlie was a perfectly healthy child. Three years ago she got a bad fever. We took her to the hospital only to discover every parent's nightmare. Carlie had cancer.

We started the treatment, and we prayed.

Then, when Carlie was near the end of 10 months of chemotherapy, her grandmother gave us a wonderful surprise. She

please read on



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Building relationships to
encourage regular giving

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Big Difference

We ♥ YOU!



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Case Study



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Major Gifts



What is a Major Gift to
your Organisation?

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Legacies



Specific Legacy



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Thank you!

Any Questions?

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