



Six Degrees of Major Gift Fundraising. Cultivating the Connection Potential of Your Organization's Staff, Volunteers and Board Members.

This White Paper, Six Degrees of Major Gift Fundraising, offers in-depth solutions for actively engaging social networks to grow your organization's major gift fundraising initiative. This white paper examines ways to:

- Leverage the six degrees among organization advocates.
- Promote a culture of philanthropy and relationship building among your team.
- Identify and remove barriers.
- Generate new supporters and elevate existing supporters.
- Develop a system and track your cultivation process.