



Major Donor Data Capture Tips

What information may be most useful in crafting effective, personalized strategies to deepen engagement with camp, lead to successful asks, and create strong relationships for a lifetime? This is a sample of the kinds of data that can help you create a more complete profile of each major donor and their unique relationship with camp. The ability to track and report as many of these data points as possible gives your team a powerful tool for success in your major gifts efforts.

Connection

Connection-related data creates a more complete picture of a donor's history, experience, and relationships with camp and its leaders, influencers, other donors, etc.

Category	Data to Capture
Camp History	Era/years as camper, CIT, counselor, staff
Camp Influencers	Directors, counselors, supervisors, colleagues
Campers/Colleagues Influenced	Cabins, program participants, colleagues
Family	Parents/grandparents; siblings; spouse/partner; children; grandchildren
Geographic Location	City, region, country
Congregation	Synagogue/denomination
Education	Schools, degrees
Occupation/Employer	Job title, field, company

Commitment

Indicators of a donor's passion for camp's mission, programs, and people as well as willingness to invest time, energy, expertise, and financial resources in the interest of advancing camp.

Category	Data to Capture
Camp Giving History	Cumulative giving; years & consecutive years; latest/largest/last gifts; purpose; campaigns; legacy commitments; naming/recognition



Volunteer Experience	Board/committee membership; task forces; focus groups; alumni/family workdays; faculty/specialist involvement; event committees
Event Planning, Hosting & Participation	Gala attendance/hosting; donor recognition events; parlor meetings; alumni reunions; dedications/groundbreakings
Advocacy & Outreach	Camper referrals; hosting recruitment events; social media engagement; advocacy campaigns

Capacity

Evidence of ability to give at the major gift level. Not always available. Beware of assumptions based on superficial indicators in either direction.

Category	Data to Capture
Financial Indicators	Real estate; salary; stock holdings; private company value/sale; foundation assets
Giving Indicators	Major gifts to other organizations; named spaces/funds; political giving
Recognition/Leadership	Trustee/board roles; honors/awards/tributes
Preferred Giving Methods	Stock; family foundation/trust; donor-advised fund; IRA; substantiated legacy commitment