

MHA Major Gifts Program FAQs

Q: What is the MHA Major Gifts Program (MGP)?

A: The MHA Major Gifts Program is a strategy for developing long-term, significant relationships with organizations wishing to support MHA. This category addresses all types of fundraising other than individual giving, including corporate, foundation and government grants, and special events.

Q: What is the MGP focus?

A: This new program focuses on developing national, strategic business collaborations. Before approaching a new corporation or foundation, MHA will meet with the local affiliate to discuss the meeting and develop a collaborative strategy. If the prospect contacts MHA first, MHA will advise the local affiliate within one business day of that contact.

Q: What if the affiliate has an existing relationship with the organization?

A: MHA will work with the local affiliate to collaborate on a nationwide strategy without doing harm to an existing relationship.

Q: What if the affiliate wants to approach a corporation? Do they need to discuss that with national?

A: No, but if the affiliate is approaching a national corporation, MHA and the affiliate may be able to get more support from the prospect through a collaborative approach. MHA seeks to encourage collaborative strategies any time a national prospect is involved.

Q: What if the affiliate does not want to be involved?

A: This program is entirely voluntary, and the affiliate need not participate in the solicitation. However, unless the affiliate has an ongoing, substantive relationship with the prospect which would be clearly harmed by an MHA approach, MHA may contact the prospect in order to determine donor intent.

Q: What does having an “ongoing, substantive relationship” mean?

A: Each relationship is unique, however generally, such a relationship exists if the affiliate has received within the past year, or is likely to imminently receive, a significant monetary or in-kind donation from the prospect or donor.

Q: What are the terms of the MHA/affiliate/donor relationship?

A: Every MGP agreement will have a Memorandum of Understanding (MOU) between MHA, the affiliate(s), and the donor. All deliverables will be included in the MOU.

Q: What if we approach a supporter and they do not want the local affiliate involved, or do not want the national organization involved?

A: Donor intent takes precedence over all other considerations.

Q: What if an affiliate is developing a new relationship?

A: MHA and the local affiliate(s) will discuss and determine the best strategy to approach any prospective donor. Strategies are only effective if they achieve a “win-win-win” for the donor, the affiliate, and MHA.

Q: What if the affiliate approached a supporter, but was unable to obtain a gift?

A: A failed local solicitation may not preclude a local/national collaborative solicitation. In fact, MHA leverage may make it possible for affiliates to establish local relationships which would not otherwise be available to them. MHA has no interest in “poaching” existing donors or prospects from local affiliates—there are simply too many prospects now untouched by MHA or any affiliate to create disputes over existing relationships.

Q: What about special events? I make a lot of money off of Jammin’ Away the Blues.

A: MHA will collaborate on special events on a case-by-case basis. Such events are not the focus of our fundraising efforts, but MHA will seek opportunities for national sponsorship as they arise. In such cases, MHA will work to ensure all involved parties share in the revenue received. Revenue generated by Jammin’ Away the Blues events is the affiliate’s.

Q: This sounds too good to be true. Is it?

A: All fundraising strategies work as effectively as the parties wish them to. Together, MHA and the affiliates can forge lasting relationships with prospective donors at an unprecedented level. MHA is committed to openness and transparency in its fundraising efforts, and we look forward to working closer and more effectively with our affiliates.